

CASE STUDY

Gerüch{t}eküche

KEY DATA

CLIENT

Initiative project in partnership with Gasthaus Krammer

TIME PERIOD

Summer 2016 / 2017 / 2018

LOCATION

Groß-Gerungs, Austria

WEBSITE

geruechtekueche.info

SERVICE

Service Design

Consultation

✓ Organization

Keynotes

✓ Hosting Services

DOMAIN

Arts & Culture

Sport

Gastronomy

✓ Culinary Arts

Fairs & Exhibitions

Events

Other Services

SCOPE OF SERVICES

- Planning and implementation of a culinary pop-up event
- Implementation and design of marketing measures
- Development of the website and customer communication
- Hostess on site at all evening events
- Compilation of a six course menu with suitable wine accompaniment

PROJECT DESCRIPTION

Working with Gerüch{t}eküche was a matter close to our hearts. Because of our common passion for good food and drink, this project was brought to life along with the Gasthaus Krammer in Groß Gerungs. Christine was there with old friends from her school days—Antonia, Daniela, Victoria and Konstantin—responsible for the project planning and the overall implementation.

Over the course of several days in the summer, Gasthaus Krammer in Groß Gerungs organized a culinary pop-up Gerüch{t}eküche event. Christine was responsible for the communication and promotion of the event using her large network. In addition, she was involved in the development and creation of the menu and worked at the evening events as a cook and hostess.

The guests enjoyed a relaxing evening with lasting memories and a feel-good atmosphere. With regional and seasonal food, as well as exciting drinks, all of the senses were stimulated. Sommelier Konstantin provided the right wine accompaniment and entertaining service. This culinary project took place in 2016, 2017 and 2018. Now the Gerüch{t}eküche is on its own two feet and will be organized independently by Gasthaus Krammer in the future.

„Exceptionally creative, harmonious and down to earth. A must for any connoisseur! A wonderful evening with friendly hosts. We will definitely be back.“

Happy Guest