



## **A new theme world in Tyrol – the myth of beer @ the Starkenberg castle**

The brewery at the Starkenberg castle which is located in Tarrenz, 50 kilometres west of Innsbruck opened its newly constructed themeworld “the myth of beer” on June 1, 2005.

The brewery which was built in the beginning of the 19<sup>th</sup> century has been modernised consequently over the last decade and the almost 700 year old castle has been revitalised over the last years.

Due to these activities a walkabout with an entire length of 700 metres, which covers the deepest cellars as well as the highest rooftops, has been created.

Our themeworld depicts the history of our brewery, from the early beginnings up to the present. Furthermore you can see the entire brewing process of our Starkenberg beer which has been honoured with 39 gold medals since 1810 and therefore still is the most rewarded beer in entire Europe.

While visiting our theme world our visitors can experience our “live”-brewery which includes the entire process of beer brewing, the brewhouse which dates back to the 19<sup>th</sup> century, the filter cellar, as well as the the fermentation and storage tanks. Furthermore visitors have the opportunity to visit our icecellar which houses the world’s first refrigerating machine which was built by the German company Linde in 1902. Additionally our walkabout shows our visitors through the treasure chamber of the Starkenberg castle, depicts the Gilgamesh myth, provides a magnificent view over the Gurgl valley from the highest rooftop of the castle and proofs evidence of the medical benefits of beer.

The castle still possesses its rural doorway and knight saloon both dating back to the 14<sup>th</sup> century. In the knight saloon our visitors have the opportunity of having their meal there in “modern” style sitting up and in “classical” style lying relaxed on a bench.

The most notable attraction of our themeworld are for sure our beer swimming pools. We have seven beer swimming pools in total which are filled with heated, diluted beer which is still rich in vitamins. These pools are a true fountain of youth for everybody and you can really swim in them.

While promenading around on our facility our visitors have the opportunity of discovering a 19<sup>th</sup> century chapel which often serves as a wedding venue and the

Starkenberg lake which tops off your holistic experience of beer, castle, nature, tradition and modernity.

### ***The myth of beer @ the Starkenberg castle – a true experience for all senses***

Great care was taken of presenting everything truly authentic in the whole facility. Furthermore attention was given when it comes to a natural look of all presented exhibit as well as of the real room temperature, smell and humidity of a room. Due to this we secure a real authentic brewhouse experience.

An automated voice guide leads our visitors through the themeworld and lets them explore the facility on their own. Additionally, signs with extra information can be found in every room. Guided tours are available too yet only on request and advance booking.

Still, our themeworld has a little artistic touch as three internationally renowned artists contributed their glimpse to the design of it.

1. Wernfried Poschusta (local artist)
2. Mag. Hannes Schlack (stage designer from Munich)
3. Ing. Herbert Blaas (local painter)

### **Facts and figures**

Exhibition space 4000 sqm  
Walkabout length 700 metres  
Construction time 2 years

### **Vision**

It is our vision to let our guests experience our passion about beer as well as about our beer on its own in its natural environment and really live. In the longterm we would like to make a positive contribution to the tourism development in the region.

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### **For further information please contact**

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