

The ADLER Resorts
Magazine

1st edition

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ADLER

EMOTIONS

DOLOMITES & TUSCANY

A LIFE FOR THE GUESTS

ELLY SANONER NARRATES

THE MILLER AND THE ADLER THERMAE

A LOOK BEHIND THE SCENES



THE "DARK GREEN FOOL"

AN INTERVIEW WITH HARALD GASSER

THE MOUNTAIN SPECIALIST

THADDÄUS MORODER

ADLER
FRIENDS
CARD

OFFERS P. 32

Not to miss

APPOINTMENTS FOR YOUR HOLIDAY



Let your soul fly

Mystic Tuscany

Editorial

ADLER Resorts



British writer Salman Rushdie postulated: "When you can't retell for yourself the stories of your life then you live in a prison." A more profound observation can hardly be made. It has been and will always be stories which open the world and breathe meaning and value into life. Stories tell where we come from, what we believe in, and who we are. It is only by the telling of stories that there is clarity in what we do, and why we do it.

The Sanoner family can reflect on over 200 years of history within tourism & hospitality. Much has happened during that time. A small Inn in Ortisei has grown into the renowned ADLER group, with four first-class Hotels, several other business divisions, and a variety of unique products. Not only have we changed, but the expectations and needs of the guest, and the entire tourist industry has also evolved. Countless stories have accompanied these changes, with more stories still to come.

In the future, we want to tell these stories in our magazine. We want to provide another perspective of what ADLER is. We would like to illuminate the backgrounds and offer insights. We want to give a face and emotion to everything that is associated with the words 'service' and 'comfort', and casually define all that is considered five stars. Behind it all are people who do their job with a personal passion and a professional conviction.

So join us in the storytelling of the Dolomites, the Alpe di Siusi and the Val d'Orcia in Tuscany, which by the way, are all UNESCO natural world heritage sites. Experience our hotel managers, who are readily available as a contact person and are capable of answering any questions from our guests. Meet our mother Elly Sanoner, who, together with our father Pepi, has led the ADLER into the modern hotel business. And still teaches all of us the ADLER's credo: A life for the guest.

Nature and culture, culinary art, wellness and health have always been central elements of the ADLER philosophy. For these reasons, let yourself be led into the magical world of the Dolomites by our hiking guide Thaddäus Moroder. Follow our top chefs Armin Mairhofer and Hannes Pignater to meet a revolutionary South Tyrolean vegetable farmer. Learn more about our assortment of bread at the ADLER Thermae ...

Step into our own personal world and everything that surrounds us. In this respect, be our guest. Be informed and inspired, be entertained. To tell your own story, suggests Salman Rushdie, is a "fundamental need of humans". We hope you will find the answer to the question of what moves us, what is important to us and what represents the ADLER.

Your Sanoner family

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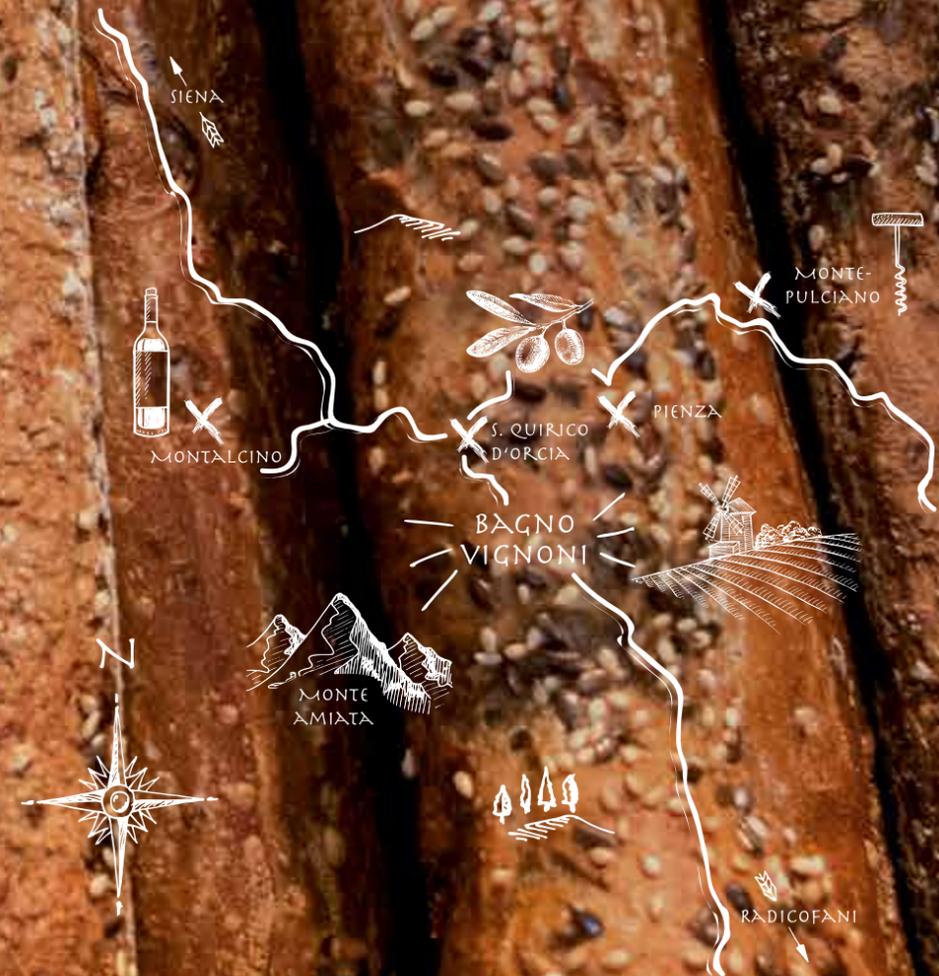


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The miller and the Thermae

The extensive assortment of bread in Bagno Vignoni has a legendary reputation among our guests and is very unique for an “Italian” hotel. How it came to be that the bread is baked fresh daily, and where the flours come from, tells a great deal about ADLER’s attention to quality.





Miller Amadeo Grappi and
Chef Gaetano Vaccaro

Focaccia, Ciabatta, Grissini ...

In the beginning, there were two. Focaccia and Ciabatta. Ciabatta and Focaccia. And Grissini, of course, strictly a type of bread for making breadsticks, and the breadsticks are made straight out of the dough. Grissini are always dry, even when freshly baked, so thus rather an exception. Gaetano Vaccaro, one of the head chefs at the ADLER Thermae, remembers: "When we began in April 2004 and wanted to buy bread at the local bakers, the selection was very limited." As indicated earlier, not much more than the two aforementioned classic kinds of bread were obtainable. Gaetano knew the possibilities and culinary importance of bread, and not just for the breakfast buffet. He had worked for three years in the kitchen of the ADLER Dolomiti in Ortisei. It was a clear case: "We had to do something."

Italian bread is normally comprised of wheat flour, yeast, water, salt and olive oil. The herbs, spices and vegetables which are added to the dough create the variety of flavour. Not rocket science, one would think. But when Gaetano Vaccaro and his team began to bake bread, they made a sobering discovery. "We had acquired ovens," says Vaccaro, "we experimented, but we were not satisfied with the result." The bakers who delivered bread to the ADLER in the Dolomites were called to Tuscany to demonstrate what really matters. "It is complex," says Vaccaro, "you have to pay attention to the humidity of the air, the heat in the oven, the baking time and much, much more, but above all, attention must be paid to the quality of the flour."

The flour, of course. Good bread needs good flour. Where to get it? Vaccaro started asking around. He learned that a young miller in Spedaletto, near provincial road 53, had opened the "Mulino Val d' Orcia" not five minutes from the ADLER Thermae.

Vaccaro also learned there was a stone mill that the young Miller had installed in a former granary. The stone mill was a gift from his father - who grows organic wheat and spelt in the area - at the end of his studies in the agricultural sciences.

The flour, of course. Good bread needs good flour.

The young miller's name is Amadeo Grappi. He stands in his white work coat and white plastic clogs between the rattling mill and an apparatus from which pours thick, bronze-coloured strings into packaging. Grappi makes Pici, a speciality of the area. With his flours, he also produces Penne, Tagliatelle, Fusilli, and Paccheri, which he sells in his little shop in addition to wheat flour and bran and spelt flour, olive oil, and antipasti. Grappi, 26, patiently explains how the stone mill works as the pasta is made. And also that Spedaletto belongs to Pienza. The famous Pienza. The unique Pienza. Birthplace of Aeneas Silvius Piccolomini, the late pope Pius II, who had the place reconstructed in the 15th century into the "ideal town". But that is another story ...

The ADLER Thermae now produces 15 types of bread with Grappi's flours. In addition to their own version of Focaccia and Grissini, they now bake whole-wheat bread, ciabatta, spelt bread, nut bread, baguette and a variety of small bread rolls and pastries. Vaccaro and his team have even cultivated their own yeasts for their bakery, which is also an important factor for the consistent quality of the bread assortment. How the guests judge all of this becomes apparent on departure days; the guests order and buy bread before leaving for home. ■

ADLER Focaccia

Ingredients

- 550 g durum wheat semolina
 - 200 g wheat flour
 - 0,6 l water
 - 25 g salt
 - 1 cube of yeast
 - 35 g olive oil
- into the dough machine

Be careful that the yeast does not lie directly on top of the salt. Knead well for 10 min. Cover the dough and let stand for 30 min. Form round flat patties and place them on an oiled baking tray. Let stand once more for 30-40 min. Top with tomatoes, onions and sausage slices or sprinkle with salt and rosemary. Bake in the oven at 200° C for approx. 20-25 minutes. Drizzle with olive oil and serve warm.



ADLER Dolomiti + ADLER Balance

Combine the beautiful mountain scenery with wellness at its best with a Spa voucher worth **€ 100** for a Week, **€ 50** for a Short Stay and Midweek and **€ 30** for a Weekend, valid for Spa and Med treatments of your choice.



from 12-25.06.2016, from 18.09-01.10.2016
and from 06.11-03.12.2016

ADLER Mountain Lodge

Enjoy some days of relax surrounded by pure nature with a voucher worth **€ 75** for a Week and **€ 50** for a Short Stay or Midweek, valid for Spa treatments of your choice.



from 12-25.06.2016 and
from 06.11-03.12.2016

ADLER Thermae



Spoil yourself with a voucher worth **€ 30** for a Short Stay and **€ 50** for a Midweek or week valid for Spa treatments of your choice.

from 23.06-20.07.2016
and from 13-27.11.2016

Let us pamper you with a voucher worth **€ 100** for a Week, Midweek or Short Stay and **€ 50** for a Weekend, valid for Spa treatments of your choice.

from 27.11-08.12.2016
and from 11-22.12.2016

ADLER Spa, a place of peace

” *White clouds of steam from the pools hover in the sky. A gentle feeling of wellbeing ripples over your back while you take a deep breath and feel the magic of silence. Enjoy these feel-good moments with all the senses.* “





Dream job with a lot of freedom

... but also a lot of responsibility and many organizational challenges. The fact that the five Directors of the ADLER Resorts see themselves more as hosts than as managers is noticeable; there is a relaxed and comfortable atmosphere, and a lot of success.

Klaus Kier (ADLER Dolomiti), Anton Pichler (ADLER Thermae), Sara Vinatzer und Daniela Demetz (ADLER Mountain Lodge), Clelia Romanelli (ADLER Balance)

Qualifications are important, but perhaps more significant is the personal side: The enthusiasm for the job. "Good hotel managers are people who love their job; who are open to new things; who are living hospitality in a genuine way – and who are allowed to make mistakes," Andreas Sanoner believes.

At that time, in 1810, the first "Eagle" ('eagle' in German is 'Adler') resort was still a fledgling in the still small mountain village of Ortisei in Val Gardena. There was no need for a director. In a family-run business, everyone is everything: Boss, housekeeper, caretaker, receptionist, leader, pastry chef, coachman ...

The ADLER family of resorts grew steadily, and when it started to stretch its wings and take flight past Val Gardena, it became essential that every house establish its own heart and a strong hand.

As the new group photo depicts, there are currently five heads with many creative ideas, perspectives and motivations which comprise the ADLER leadership team. What is striking at first glance is that they are all young. Three women, two men. From Italy and Austria. All of them want to contribute and make a difference through their work. It is not just a job; it is a lifestyle and a passion.

And as different the "five" are in their characters, way of life, hobbies and so forth, there are also many similarities: diligence, ambition, discipline, but primarily

there is respect and pleasure in dealing with people – be it guests or employees. "We don't see ourselves as managers in the classic sense, but more as facilitators, companions and mentors – as "primus inter pares (first among equals)," Anton Pichler from the ADLER Thermae points out.

The other thing the five have in common is that they learned the business from the ground up. In other words, they know the work of each individual, their staff and employees, from personal observations. There is nothing a hotel director is not interested in. Daniela Demetz and Sara Vinatzer surmise that the proportion between desktop work and client contact is fifty-fifty. "Without a personal guest and staff relationship our work would only be half as successful." The reward for the hard work is not only a well-run house, but also personal friendships with guests from all over the world.

"A hotel director is an entertainer, businessman, leader and a master of the Small Talk. All in one. But above all: He is the host and therefore a confidante to his guests," says Klaus Kier from ADLER Dolomiti.

Daily, the five directors attend to, motivate and personally support a total of 400 employees who are on the payroll at the four ADLER Resorts. As leaders, they emphasise and value being present, approachable, and not merely existing in the background.

"Lead employees at eye level, give them freedom so they can develop, and foster a positive attitude for them to exemplify," Clelia Romanelli from ADLER Balance says is a main focus.

Several times a year the leading team of the four resorts comes together with the Sanoner family for strategic meetings. From the beginning one thing was very important for the growing ADLER family: The familiar and familial atmosphere needed to be preserved. It was never the goal to become a hotel chain, rather to remain a family-run enterprise. With the five current managers as hosts and the Sanoner family as backing, support, and an energy resource for many more hotel projects.

You may be curious ... ■

Where the celery tastes like vanilla

Harald Gasser has specialized in the cultivation of old vegetables. At first, he was ridiculed as a “dark green fool”, but now Michelin Star chefs are begging for his curious tubers and roots.

Bio

fresh

We are on the Aspinger farm in Barbiano, above Ponte Gardena at the entrance to the Val Gardena. Three men stand in front of a wooden shed. Before them sits a small box on a chopping block. Again and again, the men take seemingly dried-up bulbs and shriveled-looking roots out of the box. Again and again, they stick pieces of them into their mouths. It is the beginning of December, late afternoon. You can see all the way down into the Isarco valley. The three are Hannes Gasser, Armin Mairhofer and Hannes Pignater. Gasser grew up on the Aspinger farm. He has been growing vegetables on the farm for over ten years. Mairhofer is Executive Chef at the ADLER Balance in Ortisei. Pignater runs the kitchen at the ADLER Mountain Lodge at the Alpe di Siusi. They came to Barbiano to see what Gasser had recently harvested.

Gasser is no ordinary vegetable farmer. The Aspinger farm also grows carrots, onions, Swiss chard and spinach. However, the slender man with the distinct face has specialized in the cultivation of old vegetable varieties. 400 different types grow here on one and a half hectares of land. Without pesticides, without chemicals, without machines, just with the work of his hands. At Gasser's place sprouts sorrel beet, oat roots, hedge nettle bulbs, vegetable amaranth, friar's beard, mountain spinach, cloddy peavine or abyssinian cabbage. Some of what Gasser grows was eaten in the Middle Ages. "My grandmother knew all this," says Gasser, "but my mother's generation has already forgotten about it." Gasser carries a plaid work jacket, a thick woolen cap pulled down low on his forehead. His hands are grey from working the earth, the skin calloused, soil under

his fingernails. He reaches into the box once more and hands Mairhofer a small, bulbous brown root.

Mairhofer: "What's that?"
Gasser: "Chervil, turnip, also called great pignut."
Mairhofer chews and says: "Tastes like parsley root with a carrot flavour."
Pignater, while nibbling on a nutsedge mumbles: "Always very delicious."
Gasser: "In the old days it was roasted and used as coffee substitute."

A root network is revealed, that looks like a bunch of fat worms.

Gasser: "This is skirret, the European potato. I've heard if you roast it, then caramelize it and put it in red wine, it makes for a wonderful dessert."
Pignater looks into the box: "Why don't we make minestrone out of the winter root vegetables?"
Mairhofer laments jokingly: "You stand all day in the kitchen slaving yourself and the best you can do is a minestrone out of root vegetables..."
Pignater: "Or a white creamy turnip soup..."
Gasser smiles and says: "Yes, my friends, simplicity is the new luxury."

When he was 14 years old, Gasser joined the agricultural school for dairy and forestry. But as a young man Gasser decided against agriculture and instead trained as a social worker. Adopt a mountain farm

with five dairy cows; moreover, one which no longer feeds a family? Thus Gasser worked with disabled and autistic children and soon found himself in an entirely different dilemma. The work was important, more a calling than a job. But the school life and the needs of the children did not match. Gasser became frustrated and slept badly. His wife said: "You need a hobby." Gasser tried soccer. It did not work. Then a brilliant idea: a vegetable garden, that's it.

He begged his mother for a piece of garden. Four by four meters. Not much. Nevertheless, he ordered 180 varieties of seeds from an association for the preservation and development of crop diversity and dove into his new mission. He did not know what he was doing. He seeded, like he calls it, "kribiskrabis" (all mixed up, messy). He had fun like never before. But the first harvest was sobering. Gasser did not recognize what he reaped; some of the roots and bulbs were not much bigger than a fingernail.

"You have to water," his mother said. "You have to spray," his father said. "You have to fertilize and spray abundantly," said the consultants of the farmers' association.

Gasser did not do any of it. He wanted to find out for himself what works and what does not. He fought with himself and his difficult vegetables. Year after year, he carried his harvest by the crate to the garbage dump or fed it to the pigs. But he didn't give up. It took seven years for him to succeed with some varieties. His bulbs and roots indeed tasted wonderful, but looked shriveled. Or the leaves were eaten. No one wanted such a product. Appear-



Hannes Pignater

Harald Gasser

Armin Mairhofer

ance is now more important than taste. "It takes patience," says Gasser. So he planted different varieties in one garden bed, and let the plants grow as they wanted. You just have to know, according to Gasser, which plants do well with each other. Plants are like people. Not everyone likes everyone. The rest is regulated by nature. The rule of thumb is: What matches on the plate also gets along in the field. Basil with tomatoes around. Or varieties that complement each other. A shallow root like red chard thrives just fine beside a deep root like a carrot. Potatoes and pumpkins together do not work; they are too similar. Extremes and opposites instead attract each other, like strawberries and garlic. There were times in the village when Gasser was called "the dark green fool." Until the top chefs discovered him. "We are always looking for producers with enthusiasm and idealism," says Mairhofer. "In our job we are dependent on people like that." Pignater was the first chef who made Gasser realize "what kind of treasures he had in his garden." Gasser takes it seriously. "Hannes has the best taste, he has the palate in his mind." More and more prominent chefs showed up and signed up. Gasser tried to respond

to the demand. He planted the varieties, now separated and in bigger beds. The result was a total failure. "Pests, snails, beetles, fungus," says Gasser: "I had every garden plague possible." It was a lesson for him. Since then Gasser started relying once more on his inner voice. He now raises parts of his own seedlings. In 2015, he and his wife handled 14000 onions, 400 per hour. And of course everything is harvested according to his specifications. When the fruits are ripe and not when the market demands. Gasser lays his parsnips in sand for four months: "So they can develop their full aroma and their full sweetness." No pumpkin leaves his farm before the months of December. Pignater knows: "Even his celery tastes like vanilla, I have no idea how he does it." At the end, the master chefs have to be grateful when they get hold of a box, of course everything "kribiskrabis" (mixed up), but still the same. Once, Gasser was looking for beet seeds on the Aspinger farm. He looked around for a bit and discovered a perennial.

Mairhofer: "Are those tomatoes?"

Gasser: "Those are black tomatoes."

Mairhofer: "I want to have them." ■

Gasser: "No, they are not good, the skin is too hard."

"He has higher quality standards than we have," says Pignater. What also fits is that Gasser resigned from the Association "Biland". Their rules for growing vegetables were too lax.

The message is clear. You get what he wants and not what others want. And as much as he wants to give, even though he could sell much more than he produces. Along with the chefs, renowned delicacy shops like Dallmayr in Munich are Gasser's clients. But he does not want to produce more, even though some of his vegetables sell up to 25 Euros per kilo.

Pignater: "I have often told him, you have to ask at least 30 percent more." He does not want to do it. **Gasser:** "Money is not good for my karma."

How appropriate. Some time ago, Gasser received a request from Dietrich Mateschitz, the richest man in Austria, chief of Red Bull. Mateschitz wanted Gasser to create and install a vegetable garden on his private island in the South Seas. You can just imagine how that story ended. ■

Armin Mairhofer

hails from Bolzano. He completed his education as a chef in Val Gardena, Zermatt and St. Moritz. Subsequent jobs had him stationed with Michelin star chefs such as Gualtiero Marchesi in Milan, Heinz Winkler in Munich and Raimund Frötscher in Merano. In 1990, Mairhofer spent two years in Japan. Upon his return to South Tyrol, he opened the "Zum Auenhaus," his very first restaurant in Bressanone. In 2007, he advanced to Executive Chef of the "Anna Stuben" in the Hotel Gardena in Ortisei, where he successfully cooked up a Michelin star, 17 Gault Millau points and three hoods. Mairhofer describes himself as a "Craftsman who takes profound personal pleasure in his work". Cooking for him is also "the refining of edibles to evoke sensual pleasure, which can be considered a life philosophy." Mairhofer, who promotes the use of local, organic products, is known as "the Earthbound Philosopher" in the media. He has been Executive Chef of the ADLER Balance Spa & Health Residenz since May 2015.

Hannes Pignater

grew up near Bolzano. On the question of why he got into cooking, he responds: "I wanted to do something that would be neither too idle nor overly burdened for my profession, and cooking is a great option because in South Tyrol there are hotels and restaurants everywhere." Pignater completed his apprenticeship as a chef in the "Marklhof" near Appiano. After filling a few different roles in South Tyrol and Switzerland, he worked for two years beside Michelin-starred chef Seppi Kalberer, who runs the restaurant "Schlüssel" in St. Gallen. In 2003, Pignater won the gold medal at the world professional Junior Championships. This victory was followed by a silver medal at the Culinary Olympics in 2004. Pignater is regarded as a passionate advocate of culinary tradition in South Tyrol, which he interprets creatively and with a contemporary twist: "Make something extraordinary from the ordinary." Pignater has been leading the kitchen in the ADLER Mountain Lodge since June 2014.



White root foam soup with free-range chicken

Makes 4-6 servings:

- 1 onion
- ½ celery bulb, small
- 1 fennel
- 2 parsley roots
- 2 lt vegetable or chicken broth
- 500 g. cream
- White wine
- 1 chicken breast (roasted or poached)
- Salt, bay flowers, chives

Preparation:

Clean the vegetables and cut into uniform pieces. Sauté the onion in little olive oil, add the remaining vegetables, sauté well and deglaze with white wine.

Add the chicken broth and half of the cream, bring to a soft boil and then mix in the other half of the cream. Taste and strain.

Cut the chicken breast in slices and prepare in a deep plate. Add hot soup. Garnish with bay flowers and chives.

Good success!
Hannes Pinter



COVER STORY

A portrait

A *life*
for the *guest*

Elly Sanoner

For over six decades, Elly Sanoner has epitomized the history and heart of ADLER. Even now, at 93 years of age, she still embodies everything that makes a quintessential hotelier: the love of the people, the passion for aesthetics and perfection, and the willingness to work hard for it.

Sunday, late morning. Day of departure. People, bags, suitcases. A tight crowd in front of the reception desk. A quick look over the bill. One last question about the traffic. Traffic jam on the highway? Will we make our flight? And somewhere amidst it all, there she is. Full of energy, grace, and warmth, she makes the rounds. It matters not to whom she turns, or to whom she carefully listens, or warmly shakes hands with; where she stands or walks the Grand Dame of the ADLER is always center stage.

A little later Elfriede Sanoner, who everyone calls Elly, sits in the winter garden. She wears a blue dress jacket. Discreet jewellery, subtle makeup, raspberry-coloured lipstick. The silver hair is perfectly coiffed. Someone who doesn't know her would guess she is much younger than she is. Those who meet her for the first time are almost overwhelmed by her charm and the passion with which she tells her stories. About Andreas and Klaus, her sons, and their wives. About daughter Annemarie. She praises all of them. Emphasizes their commitment and their entrepreneurial skill. And conveys pleasure that her four grandsons have already expressed interest in being part of the operation. She appears relaxed and happy. She gazes over the terrace into the valley and smiles.

Elly Sanoner pictured left with the artist Adolf Valazza, both over 90 years old. He designed and made by handcraft the 12 m high totem pole at the ADLER Mountain Lodge.



But that is a little misleading. They say Elly Sanoner has an unerring eye for excellence and perfection. That she misses no flaw, however small. No fold in the carpet, no uneven table decoration. Every guest request and constructive suggestion from an employee is taken seriously. For over sixty years, she has thus characterized the history and the values of the ADLER. Hardly an arrival or departure day passes when Mrs. Elly is not taking the honours of meeting the guests. The guests have always been her life. Besides the family, of course. She always asks whether everything is all right.

... and you should try the cookies that the barista brought with the Cappuccino.



She had a humble upbringing in Laces in the Val Venosta. Her mother had to raise five children alone after the death of her father. Elly became an Education Secretary and learned English at the Berlitz school. She was working for the local government when a handsome hotelier son from the Dolomites made a request for her. Josef Anton Sanoner, known by everyone as Pepi, is the friend of the friend of her sister. In 1955, Elly marries Pepi, and what comes next is by no means easy for the young woman. "I did not come from that industry," she says, "everything was a new experience for me." Her in-laws offer support: "If you do it wrong", say Sepl and Fanny Sanoner, "then you will learn from the mistakes." Also she, Elly, says "I did not have much time to think with all of the work."

South Tyrol hotels are almost always family businesses, where men usually organize and plan the future and the women manage the operation. Minister of Foreign Affairs and Minister of the

Interior. And so it was for the young Sanoner couple. Pepi has held numerous offices. Tourist Board, tourist and political state bodies, and so on. In Val Gardena, he fought the Organizing Committee to host the World Ski Championships in 1970. As Mayor of Ortisei for 16 years, he was committed to the development of infrastructure and thus significantly influenced the expansion and progression of the village.

Elly acted as boss, good spirit, regulating and helping hand while at the ADLER. 15-16 hours a day. Tirelessly. Always striving to provide the best possible service. "If you have to do something you like," she says, "then you do it gladly. I always already enjoyed dealing with people, and anyone in this profession has to love people." Elly Sanoner anticipates and knows

the smallest wishes and the greatest desires of the guests. Gallantly, she walks the fine line between warm hospitality and professional detachment. With her employees, she preserves the balance between trust, tolerance and authority. But most impressive is her incredible ability to remember the idiosyncrasies and personal stories of her guests over the years. Elly knows what they do professionally, what the daughter is studying, how many grandchildren they have. "Once", she reflects, "I asked a couple I was greeting, who had not been with us in a long time, whether Waldi was still around." This was in reference to the Dachshund that belonged to the couple. "You still know him!" exclaimed the guests, moved to tears. Of course Mrs. Elly had not forgotten the dog. He had chewed through the duvet in one of the hotel rooms.



"and have a good time." Even when she had been in school, she had liked to draw in her workbooks. As a child, she used to lay down in meadows, look up at the clouds, and see in them faces and figures. Why not take painting lessons? One lesson became several. And today, many of



So many stories. Decades fly by when the Grand Dame of the ADLER speaks. The fifties, "where it all went bad and no one had money." The sixties, when all of the Italian guests stayed away due to the bombings in South Tyrol.

The seventies, remembers Mrs. Elly, "were particularly hard". Oil crises. Inflation. Lending rates up to 30 percent. "We went to bed with worries, and woke up with worries." Not least of which was the fact that a Hotel is a place of permanent change. A place of constant renovation and innovation. A construction site that is never finished. Especially if you write hotelier history like the ADLER does in South Tyrol. After 1910, Pepi Sanoner's parents were advertising bathtubs, electric lights, flush toilets, billiards and French beds. Under the leadership of Pepi and Elly, the ADLER

set the standards in South Tyrol for quality, comfort and service, including the first hotel indoor swimming pool and the first Spa in the Dolomites. Without this groundwork, the development toward today's wellness and sport resort with water world, fitness facility and panoramic organic hay sauna would not have been possible. "She worked a tremendous amount," remarks her son Klaus, "father was often not at home, he was more the designer and developer." A passion which his sons, Andreas Sanoner confesses with a grin, "apparently have inherited."

One hour, then two hours pass while Elly Sanoner reminisces. Naturally, her narrative is about painting, her great passion, which she discovered in 1985 when Pepi and she passed the management to their sons. "Mama stay home," said my boys,

her fascinating, sometimes highly experimental and abstract images decorate the ADLER in the Dolomites. For the ADLER in Tuscany she produced 100 large-format watercolors in a very short time.

One would like to ask for more and continue listening to her fascinating tales, but Elly Sanoner interrupts her story. A young couple strolls somewhat uncertainly through the winter garden. They look hesitantly to the left, then to the right. Mrs. Elly asks:

"Can I help you; find you a table?"

This is how it is when you genuinely like people and are perpetually observant. Others may see her at center stage. But when it comes to guests, Elly Sanoner always thinks of herself last. ■

The mountain enthusiast



Thaddäus *Moroder*

Hiking and ski guide at the ADLER since 1996

Thaddäus Moroder has been guiding skiers and hikers at the ADLER for 20 years. If you were to convert this information, he has biked around the Earth once, and skied 20 million vertical meters. This is the portrait of an enthusiast.

He is an athletic man with a striking face. Nice smile, easy laugh, bright eyes, the first hints of grey in the curly hair. He wears a fleece jacket, trekking pants and sports shoes. He appears slim and wiry, and when he speaks, he says very little about himself. Instead, he talks a lot about the mountains. Again and again, the conversation

is about his mountains. "Everywhere in the Dolomites you will find beautiful places," he enthuses, "but the Val Gardena Dolomites, the Sassolungo, the Odle peaks and the Sella group are my favourites. What you grew up with, you obviously know the best."

Thaddäus Moroder is one of the hiking and ski guides in the ADLER Dolomiti. Although this is insufficient and inadequate in explaining what he really does for the ADLER. Spring, summer and fall he leads and accompanies guests through Val Gardena and into the mountains. The adventures range from easy hikes, which last a couple of hours, to more challenging tours which involve all-day hiking, and even one which goes around the clock. Throughout the winter and into the spring, Thaddäus is in charge of ski excursions along the breathtakingly beautiful slopes of Val Gardena and the Dolomit Superski area. Here again the requirements vary. What always remains the same: "This profession connects you to unbelievable and wonderful moments and experiences."

Moroder grew up in Ortisei, a mere hundred meters from the ADLER. His father owned a construction company, which amongst others worked for the Sanoner family. The idea that one day he would work for them as well never crossed Thaddäus' mind. As a passionate athlete, he was not just involved in skiing, climbing and ice hockey. He was member of the Italian national hang-gliders. Along with his then-girlfriend he moved in the summer from one competition to the next, crossing Europe and back again, competing even in South Africa and Réunion. He spent nine months in London in order to learn English. It was a restless, exciting and wild life, which Moroder financed via his ski instructor job during the winter. He wasn't thinking about the future at that time.

This all changed when Klaus Sanoner asked him for an interview. Moroder remembers like it was yesterday. They sat in the Bar of the ADLER and spoke about hikes and tours for guests. Back then, it was a completely new idea. Moroder remembers: "I had long hair at that time,

the idea of a steady job was completely foreign to me, but Klaus said: 'We are not only interested in offering you a job for one season; we want you to stay with us in the long term.'" That was twenty years ago. What has happened since can be best expressed in numbers. Since 1996, Thaddäus has guided mountain trips equivalent to 40,000 km, or once around the world. On skis, he has traveled 20 million meters. Moroder:

"I cannot honestly recall how many times I have skied around the Sella Ronda." And laughs.

Anyone who listens to Thaddäus Moroder can tell that he has found his calling. To combine sport and nature has always been his passion.

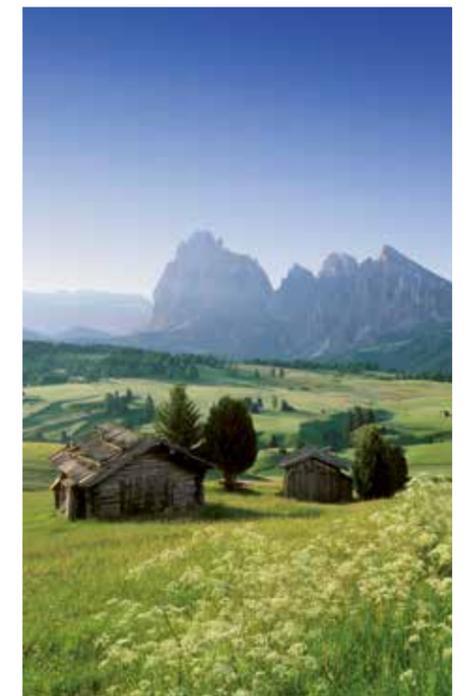
What is essential is that his bosses allow him many freedoms. Thaddäus in turn is constantly thinking about something new. Taking photos of guests from the tours that they can download from the Internet is just one of his ideas. Another idea is the full moon hike. And the 24-hour hike of the ADLER is another one of his initiatives. Says Moroder: "The South Tyrolean climber Hans Kammerlander had been offering this event for a while, so we said: let's try that sometime."

57 kilometers. 3,000 m in elevation gain. Around the clock. These are the facts. In between sunrise and sunset lie a couple of hut stops with hearty meals and lots of coffee as well as a chain of sweat-inducing challenges. Whoever believes that 24 hours of scrambling over scree and rock, across alps and along steep paths, can only be mastered by toned performance machines is completely wrong. Moroder: "This tour is not suitable for everyone, but we have had seventy-year-old people who

have completed it successfully. It also must be said: The efforts are, of course, what is appealing and attractive."

In the end, the same applies for this hike as for all of the other tours of the ADLER. No matter if it is spring, summer, fall or winter. There are always beautiful moments. Always great experiences. It can be a spontaneous dip in the Lech de Crespèina, a mountain lake in the Peuz group. Or an encounter with chamois or eagles. Or a dramatic sunset in the distance; the *Enrosadira*, as the Ladin locals of the Dolomites call it. It can also be a change in the weather with snowfall in early September. Moroder experienced this together with one of his hiking groups. "It was overwhelming; people still talk about it today."

"I love what I do," says Thaddäus Moroder: "After twenty years it is still as much fun as it was on the first day." And what do the guests say? Moroder: "I have never heard anyone say that they were not thrilled by our mountains." ■



The Top 3 of our hiking guides

Col de la Pieres

"This excursion starts with an astonishing view: Ortler-Group, Ötztal Alps, Stubai Alps, Zillertal Alps, Großglockner... We hike through the so called "Edelweiss Garden" of the Dolomites, on the south side of the Odles Group, till we reach the more cliffy terrain of the Puez-Odle Natural Park. Climb on an a bit exposed path to Col de la Pieres (2,750 meters above sea level). On this summit we have an incredible view: the Dolomites of Cortina and the green meadows of Alpe di Siusi. Take a break at the Stevia hut and descend to Col Raiser."

Directions: Mountain station Seceda, Peralongia, Forcella Sieles, Col de la Pieres, Stevia hut, Forcella de Piza, mountain station Col Raiser

Distance: about 15 km

Time: about 7-8 hours inclusive of breaks

Altitude gain: 980 meters

Level: difficult hike (it is essential to be sure-footed and free of vertigo)



**Thaddäus
Moroder**



**Pauli
Holzknacht**

Close to the Sassolungo

"The Mont Sëura chair lift brings us at an elevation of 2,000meters above sea level. On grassy slopes we walk towards the east then a final, short uphill to Ciaulong Saddle (2,123 m). From there, we continue on Trail No. 526, which descends slightly along the northern edge of the woods then through a small meadow valley to the Emilio Comici mountain hut. Continue south on Trail No. 526, first through a sparse stand of pine trees, then through meadows, nearly flat, under the eastern face of the Sassolungo, through the Città dei Sassi (lit: Stone City) till to Passo Sella."

Directions: Mountain station Mont Sëura, Ciaulong Saddle, trail n. 526, Comici hut, Città dei Sassi, Passo Sella

Distance: about 8 km

Time: about 3 hours

Altitude gain: 250 meters

Level: easy hike

Loop trail exploring Alpe di Suisi

"A beautiful hike which offers breathtaking views on 360 degrees. If the weather is good and the air clear you can admire the towns of Castelrotto and Laion. Moreover you can see the peaks of the Odles Group, Großvenediger, the Brenner Pass, the Similaun Glacier, where the ice mummy Ötzi was found, the Ortles Mountain, the Tonale Pass, the Adamello Glacier and the Alps of Trentino. An unforgettable experience."

Directions: ADLER Mountain Lodge, Compaccio, loop trail around Bulaccia, Arnika hut, Compaccio and back to the ADLER Mountain Lodge

Distance: about 13 km

Time: about 6 hours

Altitude gain: 620 meters

Level: moderate hike



**Hubi
Runggaldier**

Every day at
2 o'clock

in the morning, the alarm clock goes off in chalet number 5. Mr and Ms M., two of the first visitors to the Lodge, are getting ready for their private "star show". They can lie in bed and let their eyes roam over the clear night sky in an area where there are no artificial lights to compete with the stars, which can thus be admired in all their majesty. "It is more than a natural spectacle," the fascinated couple explain, "it is illumination for the soul, leading to a deep feeling of inner calm and contentment." And the best thing about it is that you do not even have to get out of bed: At the ADLER Mountain Lodge, indoors and outdoors merge to form a harmonious whole and offer a complete holiday experience. It is a place to relax and enjoy, and to dream of the future ...



OUTDOOR OFFERS

ADLER Dolomiti

4 peaks hike

27.07.2016 and 10.09.2016

Like walking? Like a challenge? Take note. This summer Thaddäus awaits you with the 4-peaks hike that includes ascents of 2,200 meters while walking 22km in 11 hours. The challenge is unique to the ADLER Dolomiti. And those who do attempt it will be rewarded by ever-changing unspoilt vistas, as the route falls totally within the confines of the National Park Puez-Odle.

ADLER Dolomiti

MTB Camps

in June and July 2016

The instructors of the Mountainbike School Ortisei will teach you the proper driving technique and tricks for more fun and more safety on your tours. Let you accompany on daily guided adventure tours in Val Gardena and surroundings.

ADLER Dolomiti + ADLER Balance

Walking specials in spring and autumn

from 12.05-16.06.2016 and
from 18.09-03.12.2016

Spring sunshine and the gold of the mountains in autumn ... You will be enchanted by the Dolomites' most colourful seasons. During these periods the price of the stay includes also one wine tasting session, a lunch-bag for guided hikes where no rest in a hut is planned and, in spring, one lift-ticket for Alpe di Siusi and Resciesa per person.



Wonderful Tuscany

ADLER Thermae

Tuscany Hiking Special

24.10-30.11.2016

Join our unique hiking programme under the autumn sun to the most beautiful places of Tuscany. Enjoy exciting walks, delicious tasting and the high quality of local products grown in the landscape of this marvelous UNESCO Site. Special trekkings:

- Truffle hunting and tasting
- Montalcino and Brunello wine
- Saffron of San Quirico
- Pasta made from biological flours
- Wine tasting at our new wine cellar "Tenuta Sanoner"

ADLER Thermae

Tuscany Cooking Class

New culinary highlight in our recently opened winery "Tenuta Sanoner": Discover the secrets of the "cucina povera" and learn how to prepare traditional Italian dishes. After the cooking class, we will taste what you have made with your own hands accompanied with some glasses of our biological "Aetos" wines.



Enchanting Dolomites

Road Bike week with professional bikers

from 13-20.11.2016

Former professional biker and sport director of Team Sky Dario Cioni is taking you through the best road bike tours every day. It will be a wonderful experience not only for sport lovers, but also for those who simply enjoy getting in touch with nature and tasting local specialties. Tours for all difficulty levels!



On the wings of wellbeing



ADLER Mountain Lodge

Yoga RETREAT

with Veronika Rössl
from 20-27.11.2016

During this week, you will be able to turn your body to your soul and spirit through the yoga sessions. After each session, you will get in touch with yourself more – with lots of joy, lightness and vitality.

Veronika Rössl teaches classical Hatha-Yoga and Vinyasa-Yoga with curing effects. It is a mixture of empowering, challenging but also soft Asanas body exercise. Veronika will accompany you with attention and care across the Yoga sessions so that you will regain all your energy and inner balance.

ADLER Dolomiti and ADLER Balance

Yoga & Nature

from 11.09-01.10.2016

Experience the spectacular mountain scenery of the Dolomites, UNESCO World Heritage Site, in its most beautiful colours and find the right balance to the daily stress with our special yoga programme.

- 1 daily morning yoga session before breakfast
- 3 Yoga & Meditation sessions during our excursions every week
- 3 Yoga relaxation units to 90 min. every week
- detox teas
- vegetarian menu on request

ADLER Balance

Ayurveda Special

with Volker Mehl
from 23-30.10.2016

Volker Mehl is Ayurvedic cook and Yin-Yoga teacher. He is considered a pioneer of Ayurvedic Gourmet and will pamper you during your stay with Ayurvedic delicacies. He also directs this week's morning **Yin Yoga units** and shows you during the **cooking class** some secrets of Ayurvedic cooking.

Yoga de-stress

from 06.11-03.12.2016

Pamper yourself with a stay focused on Yoga and inner harmony. Our special Yoga programme during this period will let you unwind from the stresses of everyday life.

Visit our homepage to find more attractive offers
www.adler-resorts.com

ADLER Thermae

4 days of vacation with intensive yoga workshops.
Exclusive stays in the fascinating setting of the magical hills of Siena, including:

- 7 Yoga classes of 2 hours
- 1 Spa voucher worth € 100

Yoga ANTI STRESS

with Barbara Woehler
from 27.11-01.12.2016

Escape from daily routine and relax during this intensive yoga workshop with an extraordinary internationally renowned yoga teacher. Barbara Woehler has been practicing yoga since 40 years and has recently completed the first Master in Yoga Studies at University Cà Foscari in Venice.

ORIENTAL-Yoga

with Dr. Narendu Babu, Ayurveda specialist
from 11-15.12.2016

Relax body and mind in a warm and enveloping ambience where the ancient oriental philosophies of yoga and meditation meet the fascinating setting of the magical hills of Val d'Orcia.

Yoga NEW ENERGY

with Tyler Micocci
from 18-22.12.2016

Yoga workshop with special guest Tyler Micocci that makes you discover how to combine yoga and a healthy lifestyle with your daily routine and to reveal all your hidden energy!



NEW at the ADLER Spa



ADLER STAMINAL GREEN

Vegetable stem cells are the «vital core» of the plant and a valuable source of natural active agents. For our cosmetics line, we have chosen the stem cells of unripe grapes. They provide the skin with fresh energy and protect it from premature ageing. For a smooth and radiant skin.

ADLER STAMINAL GREEN FACIAL TREATMENT

This facial treatment, which is also suitable for sensitive skins, repairs skin damage caused by ageing, stress or an unhealthy lifestyle. The stem cells reactivate the biodynamics of dormant cells for complete skin renewal. The lifting effect gives the skin more volume and a compact and radiant appearance.

Available at all ADLER Spa Resorts.

Bathing in “divine” water

After the Etruscans came the Romans, and it was thanks to their highly developed bath-house culture that the ancient cult of what we now call wellness remained in vogue and reached new heights of luxury. A special gem amongst the numerous thermal springs in the south of Tuscany is Bagno Vignoni. Actually a hamlet of San Quirico d’Orcia, with a grand total of forty inhabitants, Bagno Vignoni remained a popular spa from the Roman period and throughout the Middle Ages – thanks to its location on the Via Francigena, once the most important road from Rome to Santiago de Compostela, Canterbury and Jutland.

The simple pilgrims and travelling merchants were not the only ones who eased their tired limbs in the hot thermal waters; another frequent visitor was St. Catherine of Siena, to whom is dedicated a little chapel under the loggia of Bagno Vignoni. In the XV century Pope Pius II Piccolomini had a palace built there, while Lorenzo the Magnificent went there for relief from the gout.



Travertine – petrified thermal water

“Lapis tiburtinus”, also called travertine, is the characteristic geological feature of the area around Bagno Vignoni. Over the millennia, the hot calcareous thermal waters have deposited enormous quantities of sintered tufa or – in its more compact state – travertine. A relative of the marble, the travertine has been a popular material for monuments and sculptures since the time of the ancient Romans. With its light colour and typical structure, it creates a warm, relaxing and at the same time elegant atmosphere.

The ADLER THERMAE Spa & Relax Resort was built on the site of an abandoned travertine quarry, with which it forms a harmonious architectural ensemble.

The secret of the thermal waters of Bagno Vignoni lies in its concentrated, yet balanced mix of sulphur compounds, bicarbonates and sulphates. In combination with a natural source temperature of 52°C, it has outstanding therapeutic properties for treating the skin and respiratory tract, stimulating the circulatory and immune systems, strengthening the connective tissues and vascular system, and bringing relief to pains of the bones, joints and back.



Rewarding your loyalty

NEW!

ADLER Friends Voucher

If you have accumulated more than 100 ADLER Friends bonus points, you have the possibility to "spend" some of your points on a personal pay-back voucher. Visit the homepage www.adler-friends.com to print your voucher.

... with attractive spa specials and tempting loyalty bonuses for you as a regular guest. For every holiday you spend at one of our four ADLER Spa Resorts and for every successful recommendation you make, you will receive valuable points on your ADLER FRIENDS Card to collect and convert into pure holiday pleasures. Anytime, anywhere; in the Dolomites, on Alpe di Siusi, in Tuscany – the choice is yours.

ADLER FRIENDS OFFERS

ADLER Dolomiti and ADLER Balance

SOMMER SPECIAL
from 03-16.07.2016

Enjoy an unforgettable holiday with:

- a special **rate reduction** of € 50 per person for Weekends, € 75 per person for Short Stays and Midweeks and € 100 per person for week stays
- a **Spa treatment** of your choice
ADLER Harmony
ADLER raspberry ritual or
ADLER light feet

You need 340 ADLER Friends points per person to take advantage of this special offer.

ADLER FRIENDS KIDS OFFER
from 06.11-04.12.2016

ADLER Friends Kids between 2 and 15 years stay **free of charge** during Short Stays from Sunday till Thursday or Midweeks from Sunday till Friday. (Offer valid for children sharing a room with two adults).

To take advantage of this offer you need 200 ADLER Friends points per child for Short Stays and 250 for Midweeks.

AUTUMN SPECIAL
from 06.11-04.12.2016

book a Short Stay from Sunday to Thursday and pay only the **Weekend price!**

You need 150 ADLER Friends points per person to take advantage of this special offer.



ADLER Mountain Lodge

SPRING OFFER
from 12.05 -12.06.2016

All you need is **360 ADLER Friends points** per person and you can enjoy the stillness of the Alpe di Siusi with a voucher worth € 50 per person for a Weekend, € 75 per person for a Short Stay or a Midweek and € 100 per person for a Week and a Spa treatment of your choice (mountain pine massage, raspberry ritual or facial cleansing).

AUTUMN OFFER
from 06.11.-04.12.2016

Spend 4 enchanting autumnal days paying only for 3! With only 360 ADLER Friends points per person you can enjoy a Short Stay (4 nights) at the **Weekend (3 nights) price**. Complementary you will get 1 ADLER Baobab body cream.

ADLER Thermae

SUMMER SPECIAL
from 25.06-30.07.2016

Let us pamper you with:

- a special **rate reduction** of € 30 per person for Weekends and € 50 per person for Short Stays, Midweeks or week stays
- an ADLER massage of 50 minutes of your choice

You need 300 ADLER Friends points per person to take advantage of this special offer.

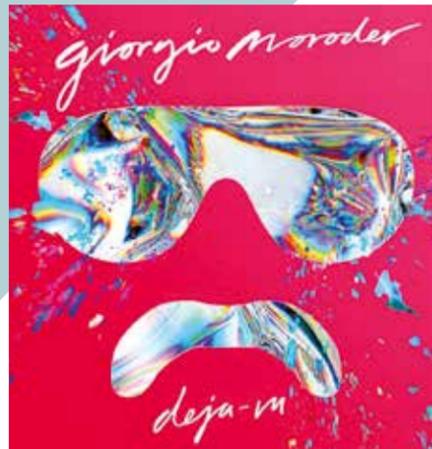
MAGIC AUTUMN
from 20.11-08.12.2016 and
from 11-22.12.2016

enjoy a special holiday with:

- a **rate reduction** of € 50 per person for Short Stays or Midweeks and of € 100 for week stays
- an ADLER massage of 50 minutes of your choice
- an entrance at the salt grottos

You need 300 ADLER Friends points per person to take advantage of this special offer.





Special evening with Giorgio Moroder Oscar and Grammy winner from Ortisei

12.08.2016
Pedestrian zone - Ortisei

Giorgio Moroder was born and grew up in Ortisei in Val Gardena. He is the undisputed master of electronic dance music in the 1970s, and became one of the most successful music producers of all time. The signature of the disco king can be heard in the music of giants such as the Rolling Stones, Elton John, David Bowie, Freddie Mercury and Blondie. His film scores include three Academy Award winners. The first came for his score to the film *Midnight Express*. The second recognized was the inspirational hit, "Flashdance." Lastly, "Take My Breath Away" from *Top Gun*, brought him his third Academy Award.

Compositions by Moroder have also contributed to numerous other hit films such as *Metropolis*, *Superman III*, *Rambo III*, *Beverly Hills Cop II*, and the score for the 1983 gangster epic, *Scarface*.

Info: www.giorgiomoroder.com



Sellaronda HERO

18.06.2016
Val Gardena - Alto Adige

„Südtirol Sellaronda Hero“ is a MTB endurance race, known as the most difficult of its category. And only those who conquer the 84 km and 4200 cumulative elevation gain metres can call themselves a "HERO". Don't underestimate the short trail: it's quite challenging with its 62 km and 3300 cumulative elevation gain metres. Get ready for an adrenaline rush and action-packed moments across the mountains and valleys.

Info: www.sellarondahero.com



Granfondo del Brunello

09.10.2016
Montalcino - Siena - Tuscany

Mountainbike Race. Since a couple of years the Granfondo di Brunello in Val d'Orcia has become one of the final appointments of the MTB season for many of the Italian bikers. The itinerary involves now a distance of 63 km and 2.000 metres of height. Maximum 1.000 bikers may participate.

Info: www.gfbrunello.it



Sellaronda Bike day

19.06.2016
Val Gardena - Dolomites

This event allows all bikers to enjoy the streets around the Sella mountain without suffering the smelly exhaust gases and the constant sound of car engines. From 8.30 a.m. until 3.30 p.m. all traffic is barred from crossing the Dolomite Passes. So what are you waiting for? Dolomites calling: get your feet on those pedals and start biking!

Info: www.sellarondabikeday.com



UNIKA Sculpturing and wood-carving exhibition

01-04.09.2016
Ortisei - Val Gardena



For centuries now Val Gardena has been famous for its artistic hand-crafts and above all for the art of wood carving and sculpturing. Works by Val Gardena's wood sculptors on show in the Unika exhibition are single pieces and showcase the creative talents of each individual artist.

Info: www.unika.org

Forme del Verde

23.07-02.10.2016
San Quirico d'Orcia - Tuscany

Since more than 40 years the great artists of our times expose their artworks at San Quirico d'Orcia in the green setting of the Horti Leonini gardens, dating back in the 6th century.

Paesaggi della Musica

18-28.08.2016
San Quirico d'Orcia - Tuscany

This festival for classical music invites internationally renowned musicians and organizes concerts in the enchanting scenery of Val d'Orcia.



Festa dell'Olio

08-11.12.2016
San Quirico d'Orcia - Tuscany

During this weekend visitors have the opportunity to taste the new edition of extra virgin olive oil. In a festive atmosphere people enjoy "bruschette" and music and street theatre performances.

Un Bagno di Birra

15-17.7.2016
Bagno Vignoni - Tuscany

„Bathing in beer“ is possible at Bagno Vignoni during this weekend. Local beer brewers present the results of their passion and research and we warmly recommend a tasting of these artisanal crafted products.

Sëira dl vin

08.07.2016
Pedestrian zone - S. Cristina

During this particular event 20 South Tyrolean wineries present their high-quality wines in the pedestrian area in S. Cristina. In occasion of the „Sëira dl vin“ there will be served different culinary treats from the street kitchen as well. Good musical entertainment is guaranteed and the shops will be open until late evening.

Info: www.valgardena.it

IN TUSCANY

Palio di Siena
02.07 and 16.08.2016
Tuscany
Info: www.comune.siena.it

Jazz & Wine Festival
12-17.07.2016
Montalcino - Tuscany

White Truffle Festival
November 2016
San Giovanni d'Asso - Tuscany

IN THE DOLOMITES

*Oswald von Wolkenstein
horse ride*
10-12.06.2016
Castelrotto/Fiè - Alto Adige

Half-Marathon Alpe di Siusi
03.07.2016
Alpe di Siusi - Alto Adige

V. Biennale Gherdëina
Exhibition of contemporary art
21.07-25.09.2016
Pedestrian zone - Ortisei

*Val Gardena
folclore festival*
07.08.2016
Pedestrian zone - Selva Val Gardena

*Traditional market
„Segra Sacun“*
09.10.2016
Pedestrian zone - Ortisei



ADLER DOLOMITI *****
SPA & SPORT RESORT

Ortisei - Val Gardena
Dolomites - Italy - Tel. +39 0471 775 001
www.adler-dolomiti.com - info@adler-dolomiti.com



ADLER BALANCE *****
SPA & HEALTH RESIDENZ

Ortisei - Val Gardena
Dolomites - Italy - Tel. +39 0471 775 002
www.adler-balance.com - info@adler-balance.com



ADLER *****
MOUNTAIN LODGE

Alpe di Siusi
Dolomites - Italy - Tel. +39 0471 723 000
www.adler-lodge.com - info@adler-lodge.com



ADLER THERMAE *****
SPA & RELAX RESORT

Bagno Vignoni - Val d' Orcia
Tuscany - Italy - Tel. +39 0577 889 001
www.adler-thermae.com - info@adler-thermae.com

