

Press release

Garmisch-Partenkirchen Tourism strengthens brands: New "Inser Hoamat" seal of quality for products from the region

Garmisch-Partenkirchen, 1 December (w&p) - Real, authentic, original: These are the products from Garmisch-Partenkirchen that are to be bundled under the new, local "Inser Hoamat" brand from 1 December. These are products made by manufacturers who are rooted in the region at the foot of the Zugspitze and characterise their homeplace with genuine craftsmanship. The aim is to further strengthen the Garmisch-Partenkirchen brand and qualitative customer loyalty.

Garmisch-Partenkirchen to take home with you

To launch the brand, a pilot group of six selected producers have been allowed to mark their products with the new "Inser Hoamat" seal. Among others, products from Schuhmacherei Zollner (shoemaker), Töpferei Winsi (pottery) und Nöh's Raumausstattung (interior design) have qualified. The most important requirement is that the products are developed and produced in Garmisch-Partenkirchen. The specially developed catalogue of criteria lists this condition under the points #hier gedacht (conceived here) and #hier gemacht (made here), which are clearly displayed on the product labels for the consumer to see. Thus, all "Inser Hoamat" products are real Garmisch Partenkirchner, both conceptually and materially. The addition to the "Alpine Zutaten aus Garmisch-Partenkirchen/Alpine Ingredients from Garmisch" logo implies that there is more behind the new brand. "With the new local brand, we are strengthening the image of Garmisch-Partenkirchen as a high quality destination along with the Garmisch-Partenkirchen brand itself. This rigorous selection process enables us to ensure that the products authentically reflect the identity of the location", says tourism director Peter Nagel, explaining the "Inser Hoamat" concept. Local producers benefit from the marketing and sales platform while at the same time retaining their rights with respect to product design, production, distribution and price setting.

"Inser Hoamat" - Local, traditional, real

The entire project is also a real Garmisch Partenkirchner: The copywriter, designer and photographer are all at home in Garmisch-Partenkirchen. A distinctive identifying feature of the products selected is the logotype, "Inser Hoamat", set in typewriter style. This combines values such as tradition and nostalgia and symbolises both the spirit of the time as well as timelessness. Translated from the Garmisch-Partenkirchen dialect, the brand means "our home(place)" and stresses the link between these excellent products and the location.

As a souvenir, as a gift or for yourself

With "Inser Hoamat" products, quality-conscious visitors take a piece of Garmisch-Partenkirchen home with them. These are available from the producers themselves, who are often somewhat hidden. Therefore, a local secret tip is revealed to visitors about where they can discover previously unknown corners of Garmisch-Partenkirchen. There are also three official points of sale that stock various "Inser Hoamat" products and provide an overview of the range. There, anyone who is interested can buy the products or, if they want to find a shoe from Zollner in the right size, can look at samples and get the manufacturer's address.

Garmisch Partenkirchen



Points of sale: The GaPa shop in the tourist information office at Richard Strauss-Platz 2, "DER LADEN" cafe at Chamonixstrasse 12 or Kuger's Café at the historic Ludwigstrasse 42.

All information on the new, local "Inser Hoamat" brand is available at www.inser-hoamat.de.

About Garmisch-Partenkirchen

"Discover your true nature": This philosophy is the central vision of the tourism offerings at the renowned year-round destination that is Garmisch-Partenkirchen. Surrounded by fantastic mountain panoramas, the most famous destination in the Bavarian Alps offers holidays of the highest order in all facets. Nature at the foot of the Zugspitze is both magnificent and expansive; the experiences between mountain and valley, in the water and in the air, are unique. Impressive historical facades and lovingly painted houses along with charming inhabitants define the atmosphere of openness and the joy of living here, which will inspire you, move you and remain with you for a long time. Garmisch-Partenkirchen will "give you butterflies in your tummy".

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