



eno
TARNOWSKIE



enoTARNOWSKIE culinary journey



photo: Damian Radziak



POLSKA
ORGANIZACJA
TURYSTYCZNA

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The Tarnów Tourism Organisation has been promoting local products for more than ten years. It was we who created the new Foothills brand – enoTARNOWSKIE, which in 2019 became one of the ten “Best Tourist Products” of the Polish Tourism Organisation, and in 2022 it was awarded the title “Polish Tourist Brands”.

The Polish Tourist Brands project was developed by the Ministry of Sport and Tourism in cooperation with the Polish Tourism Organisation and involves the creation of packages of tourism products forming a single, coherent whole promoted as a tourism brand. Currently, there are nine Polish Tourist Brands in Poland, including enoTARNOWSKIE!

The area of operations of the Tarnów Tourism Organisation, the manager of the enoTARNOWSKIE brand, includes the area of eastern Małopolska – the districts of Dąbrowa Tarnowska, Tarnów, Brzesko and the city of Tarnów. The area is well-communicated, with the A4 motorway running through it from Silesia via Kraków to Rzeszów and on towards Ukraine, a railway line providing direct connections to Kraków, Wrocław, Poznań, Warszawa, Trójmiasto (the Tricity), as well as Berlin, Vienna or Prague. Less than an hour’s drive away are the two international airports Kraków Airport in Balice and Rzeszów-Jasionka Airport.

It is also one of the best-looking places/areas in the Małopolska region in terms of cycling infrastructure. The main cycling route

is the still-developed EnoVelo trail running through the area of Tarnów and Brzesko districts and connecting the main cultural and natural attractions of the region with vineyards spread on the sunny hills of the Wiśnicz, Rożnów and Ciężkowice Foothills. EnoVelo is well correlated with the Małopolska sections of international cycle routes: VeloDunajec (one of the most picturesque routes in Poland), the Vistula Cycle Route (leading along the Vistula River), VeloMetropolis/EuroVelo 4 (connecting Tarnów, Kraków and Oświęcim), VeloNatura/EuroVelo 11 (with it you will reach Czchów, Zakliczyn, Zgłobice, Szczepanów and Dąbrówka). All trails are provided with infrastructure, primarily MORs, i.e. stopping points where one can rest, take shelter from the rain and make minor repairs.



photo: Krzysztof Gzył

Renaissance townhouses on the market square in Tarnów



photo: Krzysztof Gzył

By Enomelex around Tarnów



photo: Damian Radziak

Historic bus in front of Tarnów railway station

enoTARNOWSKIE invites you

Welcome to the enoTARNOWSKIE wine region, whose capital is the city of Tarnów. A wonderful adventure full of great tastes, experiences, relaxation and unforgettable moments awaits you. Immerse yourself in a magical world of nature, culture and entertainment. We have prepared an extraordinary offer for you, which will certainly meet your expectations and allow you to fully relax.

What makes enoTARNOWSKIE unique is the fact that it covers a large part of the area of the former Tarnów Voivodeship, with its rich material and immaterial history and unique nature.

And while the theme of the project is oenotourism, it is essential to combine it with a culinary journey through local flavours which have been shaped over the centuries, combining multicultural traditions preserved by local housewives. Dishes based on “Piękny Jaś” beans, “suska sechłońska” dried plums, delicious cheeses and baked goods, tasty honeys and juices – all of this must be tasted and indulged in an enoTARNOWSKIE culinary delight.



Highest, multi-year, average temperature in the country:	+8,8°C
Longest thermal summer	118 days
Polish record for warmth in September:	+36,8°C (1 September 2015)
Length of growing season:	225–230 days
Sunshine duration:	1573 hours
Number of cloudless days:	55



photo: Piotr Wróbel

enoTARNOWSKIE with taste



photo: Damian Radziak

Local products are waiting for you



photo: Damian Radziak

In vino veritas



With a taste through the ages

Malopolska is flourishing culinarily. Young people are dusting off their grandmothers' recipes, while experienced housewives proudly present their skills at local festivals. With the fashion for slow tourism, travelling is becoming an experience of the beauty of the landscape, nature and a taste of local cuisine. In enoTARNOWSKIE, these traditions go back centuries....

Among the gentle hills covered with orchards and vineyards, amidst the scent of herbs and field flowers, rivers meander picturesquely, encircling hills overgrown with vines and orchards. The climate here is kind, the growing season lasts a long time, and Tarnów is, after all, the Polish heat pole.

It comes as no surprise that the region boasts a long wine tradition and delicious cuisine that has drawn from a variety

of sources over the centuries. New inspirations (and dishes) came here via the medieval trade routes, along with the Jewish diaspora or in the imperial-royal mix of cultures. As a result, today a journey through enoTARNOWSKIE is an opportunity to taste delicious wine with the addition of exquisite local products: cold meats, cheeses, fruit and, of course, the famous Piękny Jaś beans from the Dunajec Valley. And it all started...

A LAND FLOWING WITH WINE...

Małopolska has a very strong wine tradition. Kraków is home to the oldest finds on our lands testifying to the importation of wine in Roman times, as well as the first traces of vine cultivation on this side of the Carpathian Mountains, dating back to the mid 10th century. In Tarnów itself, the earliest references to the intention to establish a vineyard date back to the 15th century, and the first vineyard was probably run by the Bernardine monks, as references to another vineyard, on St. Martin's Hill, date from a later period. It is known that probably the most famous citizen of Tarnów – Grand Crown Hetman Jan Amor Tarnowski – was involved in wine production, and he was not the only one! Maciej Lanckoroński, Voivode of Braclaw, is said to have had a vineyard in Melsztyn; in Gumniska in Tarnów, vines were grown near the Sanguszko palace; the Chrzastowski family of Zadora coat of arms in Szczepanowice were also involved. Suffice it to mention



photo: Damian Radziak

Antoni's apiary

the famous Tarnów resident Norbert Lippóczy, whose family had been bringing Hungarian tokaj to Poland through Tarnów for centuries. Throughout this time, however, smaller and larger catastrophes have stood in the way – from the 17th century's the so-called Little Ice Age, to economic and social disasters as a result of constant war conflicts, the fronts of which also ran through the Tarnów region. Wine-making traditions gradually disappeared and only started to revive at the end of the last century. Now they are experiencing a renaissance.

...HONEY ...

The previously mentioned Hetman Tarnowski was also interested in the development of beekeeping. He had significant beekeeping areas in Wierzchosławice and in the Black Forest adjacent to Żukowice, Luszowice and Żdźary. Beekeeping also developed in the forests Pogórze near Pogórska Wola. This



photo: Damian Radziak

enoTARNOWSKIE cherry orchards

production was also intended for export. Honey and wax went to local markets in Ciężkowice and Tarnów, from where the surplus was exported to Kraków.

...AND BEER

The first mentions of Tarnów brewers and small local beer production date back to 1719, when the names of craftsmen called in Latin "braxeatores", or innkeepers and brewers, can be found in city books. The real boom came thanks to Eustachy Erazm Sanguszko, who built a brewery in Tarnów, called Książęcy (1813-1826). The main types of beer brewed here included: Perła Tarnowska (full), Leżak (lager), Marcowe and Bawarskie Tarnowskie (dark) made from roasted caramel malt. Thanks to its modern equipment, the Sanguszkos' brewery covered more than 17% of Galician beer production and could compete with the brewery of the Goetz barons Okocimski in Brzesko or the Archduke Brew-

ery in Żywiec. It survived until 1940; after the war, unfortunately, it fell into disrepair. Notably, the Okocim Brewery, founded by the Goetz family in 1845 in Brzesko, developed just as rapidly and at the beginning of the 20th century was one of the five largest beer producers in the Austro-Hungarian Empire. After the Second World War, it was possible to bring back the machinery and equipment taken from the brewery by the occupying forces and start brewing beer the same year. Meanwhile, in the place of the Sanguszkos' brewery, the "Owintar" Owocowo-Warzywna Przetwórnia (Fruit and Vegetable Processing Plant) was launched, famous among lovers of dubious liquors, as cheap fruit wine was produced here. Today, the abandoned buildings are falling into disrepair, although there are plans to revitalise the area.

THE FRUIT BASIN

The location of "Owintar" was not accidental, after all Tarnowskie region has always been famous for its fruit production. And although during the communist era, fruit wine was associated with an unsophisticated beverage, mainly tasted under a shop, Poland has a beautiful tradition of producing good quality fruit wines. Such liquors used to be produced in manor houses, and to this day many people "spin" wine on fruit for home consumption. The area is non-industrial, clean, the recipes are passed down from generation to generation, and one can become more familiar with dishes made from fruit and its preserves during a number of culinary events widely known for suska sechłońska, Zakliczyn raspberry juice, Łososina apples, and pears, blueberry and apple jam or rose petal jam.



photo: Damian Radziak

enoTARNOWSKIE grapes

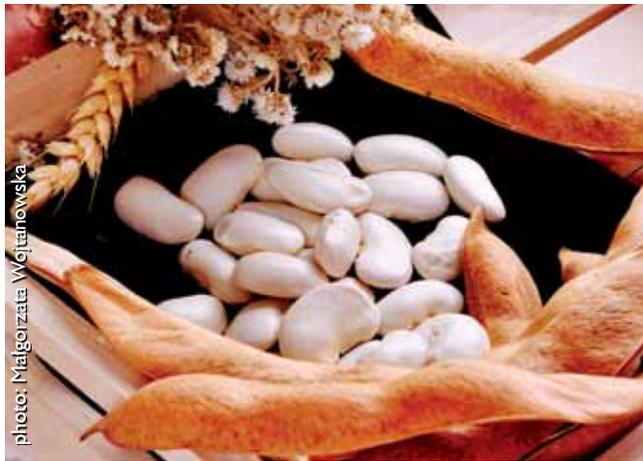


photo: Małgorzata Wojtanowska

Piękny Jaś beans from the Dunajec Valley



photo: Piotr Wrobel

enoTARNOWSKIE Suska Sechłońska dried plum



Our local product

Fertile soils, mild terrain, warm climate and agricultural character of the Tarnów area have provided fresh natural products, good quality grains, vegetables and fruit for centuries. Piękny Jaś, suska sechłońska, koziołki, bachlory, siuśpaj – these are just some of the local specialties that have become a hallmark of the enoTARNOWSKIE region.

Most of them are on the list of traditional products maintained by the Ministry of Agriculture and Rural Development. Małopolska leads the way here, with 116 registered local delicacies. These foods and beverages cannot be found anywhere else; they are closely linked to the place, the way they are made, the lie of the land, the taste of the soil and even the sun, which warms the hillsides in this way and not in any other way. Behind each of them are people who have turned production into an art and want to share this art with others. A journey through

enoTARNOWSKIE is therefore an opportunity to taste delicious liquors and exquisite local products, such as cheeses, cured meats, breads, vegetables, fruits and their preserves and many other dishes that enhance the taste of wine.

PIĘKNY JAŚ BEANS FROM THE DUNAJEC VALLEY

The undisputed culinary leader of the region is, of course, the “Piękny Jaś” bean from the Dunajec Valley. It is distinguished by its large, white seeds and high magnesium content. Gourmets ap-

preciate its sweet taste, and cooks appreciate the fact that it cooks quickly thanks to its thin skin. In the region, beans are used for virtually everything: pierogi, pâtés and even... vodka fasolówka.

Of vegetables, cucumbers pickled in the well (a traditional dish of Zakliczyn cuisine) are also worth mentioning. The method of preparing them was quite unique, as barrels of cucumbers seasoned with horseradish, dill, garlic and salt were stored in a well. In this way, it was possible to achieve a constant pickling temperature while at the same time obtaining a specific taste and aroma.

SUSKA SECHŁOŃSKA

Second on the podium is the plum – dried and smoked (the famous “suska sechłońska”), served in the form of jam as an



photo: Jan Czajka

Local Product Centre in Rzuchowa

ingredient of cakes, but also, for example, of pierogi or... pizza and burgers. A legend from the Laskowa area has it that the local parish priest asked his parishioners to plant plum trees as a penance for their sins, and the fruit had to be dried because smoke-dried plums could not be made into slivovitz. Slightly sweet in taste, with a discernible aftertaste and a smoky aroma, it is the pride of four municipalities in Lesser Poland: Laskowa, Iwkowa, Łososina Dolna and Żegocina.

FROM COW, GOAT, SHEEP

The region offers a wealth of cheeses prepared on site – from fresh cottage cheese, short-ripened rennet, semi-hard-ripened, long-ripened hard-ripened and mouldy. They are produced in the most traditional way possible and no artificial additives are used throughout the process. The most popular are gomółki from Kowalowa (known as early as the 16th century), i.e. hand-



photo: Luiza Kavala

Farmers parcel loaded with local produce

made spherical lumps of cheese, and Bogoni cheeses. You can choose from a variety of cheeses: milky, i.e. without additives, with herbs, paprika or smoked. All the local products are original, unique and very tasty.

TARNINÓWKA LIQUOR

The name of the town of Tarnów, according to the chronicler Jan Długosz, comes from “tarnina”, the blackthorn bushes that once grew densely on the nearby St. Martin’s Hill. Hence, the flagship drink of Tarnów is the “Tarninówka” tea. Rich in vitamins B and C, mineral salts – magnesium, calcium, iron, phosphorus, it regulates the metabolism and gastric function, cleanses the body. It is recommended for people who catch cold easily, who are exhausted and who work mentally. Tarninówka is available for sale at the Tarnów Information Centre and in local restaurants.

THE FRUIT BASIN

Supposedly the largest orchard in Tarnów is located at the fork of Klikowska and Szujskiego Streets. Today, around 20,000 apple trees grow on 9 hectares, which in Communist times were supposed to protect the city from fumes from nitrogen plants. The current owners make tasty juices from different varieties of apples, mixing them with, for example, the addition of blackcurrant, chokeberry, carrot or pear. On other farms, these variations can differ and so we have apple juices with dried mint, lemon or raspberries. The municipality of Pleśna is considered to be the main fruit-growing area, with Janowice, where apples, pears, cherries, cherries, peaches, grapes – to choose from – are grown. Similar richness can be found in Iwkowa, where the Piwowar family, who have been smoking and drying fruit for over a hundred years, have a traditional farm.

LOCAL PRODUCT CENTRE IN RZUCHOWA

You can find out more about all these natural treasures at the Local Product Centre in Rzuchowa. It is run by the association Grupa Odrolnika, which promotes local products, organic farming, healthy lifestyles, conscious eating and environmentally friendly attitudes. The smallest vineyard in Poland – Epigon – is also located here. It is worth visiting the Centre and participating in one of the many events organised here: exhibitions, presentations, tastings and workshops on healthy cooking and organic farming. You can stock up on local products in the local shop or – even better – order them at: www.paczkaodrolnika.pl.



photo: Damian Radziak

Robert Beściak, Dąbrówka Vineyard

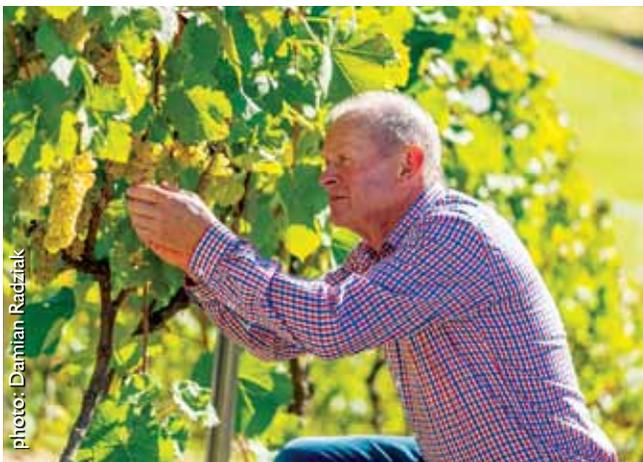


photo: Damian Radziak

Wiesław Chlipała, Janowice Vineyard



photo: Damian Radziak

Andrzej Haus, Uroczysko Vineyard



enoTARNOWSKIE vineyards

The history of wine is almost as long as the history of mankind. As civilisation has developed, we have been increasingly willing to combine pleasant leisure activities with wine culture. This is how oenotourism was born – a true wealth of the Tarnów area and the inspiration for the enoTARNOWSKIE project.

Polish winemaking is currently experiencing the most dynamic development in its history. The total area of vineyards in Poland already reaches several hundred hectares, and Polish wines can be found more and more frequently in specialist shops, good restaurants and at wine fairs.

With this, oenotourism, or wine tourism, is gaining in popularity: trips to wine regions, visits to vineyards, participation in wine-making events, tastings and workshops. The attractions

of wine tourism combine perfectly with the tourist attractions in the area, thus creating oenotourism routes. There are over forty vineyards in the Tarnów area alone, located in Pleśna, Ryglice, Gromnik and Tarnów itself (a municipal vineyard is being built on a 7-hectare plot next to the Sanguszko palace; grapevines are currently being planted). This is the largest concentration of vineyards in Małopolska. The varied terrain, well-sunlit slopes and continental climate are conducive to the popularity of cultivation here.

The attractions of wine tourism combine perfectly with the tourist attractions in the region – enoTARNOWSKIE is the best example of this. During a one-day or longer stay, you can take a look at the work of viticulture, learn about the wine-making process and talk to the hosts, who know all about wine and run their small, family-run farms with real passion. Guests are treated to their own wines and unique local delicacies such as cheeses, cured meats, breads and honey.

WINES TO CHOOSE FROM AND... TASTE

A fairly wide range of grape varieties and are grown in the enoTARNOWSKIE vineyards. We can find a set of frost-resistant hybrid varieties (e.g. johanniter, regent, hibernal, seyval blanc, cabernet cortis, rondo), as well as bold experiments with noble *Vitis vinifera* strains. The talented winemakers of Małopolska know how to handle both. The vineyards af-



photo: Damian Radziak

Piotr Kaganeck and Michał Kwiatkowski, Kosmos Vineyard



photo: Damian Radziak

Marek Zwolenik, Manru Vineyard



photo: Wiktor Chrzanowski

enoTARNOWSKIE – local products of the highest quality

filiated under the enoTARNOWSKIE banner grow thus: monarch, pinot noir, pinot noir précocé, cabernet cantor, léon mil-lot, maréchal foch, salome roessler, chardonnay, auxerrois, siegerrebe, cascade, Danube, zweigelt, solaris, pinot blanc, gewürztraminer, jutrzenka, muscat ottonel, muscaris, pinot gris, bianca or Aurora.

COMBINE THE PLEASANT WITH THE USEFUL

enoTARNOWSKIE are dozens of small, family-run wine farms offering tastings of their wines, vineyard tours, delicious food, increasingly overnight accommodation and various other themed attractions. They are united by their love of wine and their location in the Tarnów region. They differ in many ways – their origins, the family stories behind their establishment, their unique atmosphere as well as the character their hosts give them.

Some have professional catering and hotel facilities where all kinds of events, training courses or conferences can be organised – combined, of course, with tastings of the local liquor. In addition, they organise wine and sommelier workshops, as well as numerous cultural events.

The list of Tarnów vineyards is long and it is a good idea to look for your favourite. So it is easy to plan a longer or shorter trip using the offer of numerous agrotourism farms in the area. The choice is huge – from shepherd's huts and small farms to sizable resorts.

Some venues serve only breakfast, others offer full board. Most venues have facilities for outdoor activities (children's playgrounds, fire pits, etc.), and many offer sports equipment for hire (e.g. bicycles, Nordic walking poles, badminton rackets).

ENOTARNOWSKIE, WINE EVENTS

As part of enoTARNOWSKIE, cyclical events are organised whose leitmotif is, of course, wine. But also other local products for which the Tarnów area is famous. And so the season opens with the ENO-Majówka on Mount Kokocz (Ryglice municipality), in June the region invites you to Wianki na Winnicy (in the Dąbrówka vineyard), in July to Pleśnieński Bachus – an event accompanying the Festival of Fruit and Bee Products in the Pleśna municipality, and in August to Tuchovinifest – combining professional elements (wine competition) with purely popularising elements. During the course of it, you can talk to winemakers, taste their products and really learn a lot.

The end of the summer holidays includes the Pogórze Festival of Wine, Honey and Game in Gromnik, the Festival of Dried Plums in Iwkowa, the Małopolska Bean and Traditional Product



photo: Wiktor Chirzanowski

enoTARNOWSKIE – Open Vineyard Days



photo: Jan Czaja

enoTARNOWSKIE – Winnicomania



photo: Bożena Wojtanowska

enoTARNOWSKIE – The Culinary Trail

Festival or the Annual Pumpkin Festival in Rzuchowa in October. The season ends with the Great Tarnów Dionysia, which has been organised for ten years now, i.e. a several-day wine and winemakers' festival held in Tarnów in mid-November. It starts in the Old Town with a marching wine procession led by Saint Martin on a white horse and presentations of local vineyards. The programme of events is complemented by workshops on, for example, food and wine pairings.

And at the same time, you can visit one of dozens of vineyards, learn about the art of sommelier, taste wines and find out how to match the right wine with food. The region's flagship event is the annual Open Vineyard Days, where vineyards open their doors, inviting you to a different location every weekend. During the course, you can learn about the grape varieties, the history of the vineyard's origins, but also taste the best tipples.

Private initiatives are also appearing (e.g. Winnicomania) with offers of tours... around the vineyards, of course. A slightly different idea – on the borderline between winemaking and culture – came from the owners of the Janowice vineyard, where Vitis Musica Sfera is organised. Every year for a week, with a glass of wine in hand, you can immerse yourself in music.

enoTARNOWSKIE – THE CULINARY ROUTE (POLISH TOURIST BRAND)

It was created in response to the growing demand from tourists to discover the visited region not only through the prism of monuments, natural monuments, views, but also the heritage and culinary traditions of the region, including the need to pair local dishes and products with wine produced in local vineyards.

The aim of the trail is to provide all visitors with an unforgettable culinary experience. Local farmers, producers, restaurants, etc. are involved in its operation and have been marked accordingly on the trail. On the trail you can find, among other things, excellent cheeses, cured meats, baked goods, vegetables or fruit, etc. Everything that goes with the so-called cheese board.

VINEYARDS

IN enoTARNOWSKIE:

- Amelie Vineyard
- Bogu-Miła Vineyard
- Chodorowa Vineyard
- Dąbrówka Vineyard
- Epigon Vineyard
- Jakubowa Vineyard
- Janowice Vineyard
- Kosmos Vineyard
- Manru Vineyard
- Nowizny Vineyard
- Uroczysko Vineyard
- Piwnice Antoniego Vineyard
- Włóczykija Vineyard

📍 Find out more at:
www.enotarnowskie.pl



photo: Damian Radziak

Slow Food Travel



photo: Damian Radziak

enoTARNOWSKIE – a unique culinary tour



photo: Damian Radziak

Healthy food, fine wines and exceptional hospitality



Slow Food Travel

Behind every place in enoTARNOWSKIE there are unique stories, culinary and craft traditions passed down through the generations. The region fits perfectly with the idea of Slow Food Travel – travelling in the footsteps of local delicacies, where direct contact with the producers, their hospitality and sharing of their passion becomes a unique tourist experience.

Slow Food Travel is a new idea for tourism, which, in a world in a dizzying rush, seems to have lost sight of what is most important in travelling – acquiring experiences, learning about cultures and relaxing. Culinary itineraries are therefore being created on the basis of local products – which, combined with the development of infrastructure and the wealth of historical sites – guarantee a unique holiday. This makes enoTARNOW-

SKIE an ideal destination for those seeking a few days respite in picturesque surroundings, without the rush and crowd, enjoying local specialties and, of course, wine.

The answer to these needs is to be the Culinary Trail enoTARNOWSKIE – a unique culinary route which will lead through the picturesque areas of the Tarnów Land. Tour-

ists (guests) will wander from vineyard to vineyard and taste products made on local farms, because enoTARNOWSKIE is not only about excellent wines from local vineyards, but also great cheeses, honeys, cured meats, vinegars, juices and extremely tasty bread.

It will be possible to combine these hikes with active tourism and use, for example, the EnoVelo cycling routes. They will lead to vineyards (e.g. Dąbrówka, Rubinowa or Uroczyisko), but also to places famous for growing Piękny Jaś beans, producing pickled cucumbers or Tuchów sausages. Slow Food Travel is an opportunity for the region – to preserve its culinary traditions, to understand the local culture, to build identity, but above all it is a unique opportunity for us tourists – to enjoy healthy food, delicious wines and the hospitality of the local people.



photo: Krzysztof Gzył



photo: Krzysztof Gzył



photo: Damian Radziak

enoTARNOWSKIE, here you will find:

- Pearl of the Polish Renaissance
- The tallest and most beautiful Renaissance gravestone monuments
 - Polish heat pole
 - Wine village
 - Every tenth Polish vineyard
 - Breathtaking vineyard views
- The first hills of the Carpathian Mountains
- The largest and smallest wooden church
- The painted village of Zalipie
- The Fossilized City and a kilometre-long path in the treetops
- The most magnificent family residence in Galicia
- One of the most beautiful railway routes in Poland – “Krynicańska”



Read more at:
www.tarnow.travel



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