

## Meissl & Schadn now open in Getreidegasse Austria's grand cuisine sends its regards

Salzburg now has its own Meissl & Schadn. A legendary name has found its place at an address that is no less legendary: Getreidegasse 50. The new restaurant is devoted to Austria's grand cuisine, following the example set by the original in Vienna. Its focus is on the culinary emblems of the two cities: Wiener Schnitzel and Salzburger Nockerln. With its timelessly beautiful atmosphere, the restaurant combines culinary tradition and high quality without forgetting its charm and sense of humour.

### WIENER SCHNITZEL AND SALZBURGER NOCKERLN WITH A MESSAGE

Meissl & Schadn, which opened in the Wiener Schnitzel capital of the world in 2017, became a major success in just a short time. Nowhere else is „Schnitzel love“ celebrated with as much abandon and attention as at Florian Weitzer's Ringstrasse restaurant. And of course the Salzburg outpost has set out to meet the same high standard as the Vienna restaurant: creating a temple dedicated to Austria's favourite dish. It even includes an open show kitchen right in the restaurant. Floor-to-ceiling windows let you watch from Getreidegasse as the chefs pound and bread Schnitzel – made exclusively from lean veal topside. It's up to you whether you'd like your Schnitzel fried golden brown in clarified butter, lard or neutral vegetable oil. And you choose the sides and garnishes, some of which had nearly been lost to history.

The menu also features other legendary dishes, such as “Kaisersuppe” (Emperor's soup), beef carved table-side, and Salzburger Nockerln (cloudlike soufflé), which Meissl & Schadn serves in the traditional three-peak version as well as individually, as a single-peak “Mönchsberg.” The dessert is of course Salzburg's signature dish, holding the same status as Wiener Schnitzel. For Florian Weitzer, Salzburger Nockerln “form an alliance with Wiener Schnitzel and bring Austrian cuisine to the world, helped by a number of other culinary classics. The new restaurant means that the Meissl & Schadn brand is now complete,” the owner of Florian Weitzer Hotels & Restaurants added.

## SETTING HIGH STANDARDS IN CUISINE AND DESIGN

Salzburg's over 1,000 years as a prince-archbishopric have left traces in every corner of the city. Florian Weitzer has already demonstrated his tongue-in-cheek take on pomp and pageantry in Vienna. Borrowing from the Ringstrasse era, he plays with contemporary ideas at the Grand Ferdinand and its ground-floor restaurant Meissl & Schadn. Now he has translated the concept for Salzburg – forgoing all things outmoded, borrowing from tradition, and playing up enjoyment and beauty.

The result is a timelessly elegant yet exciting environment that meets the same high standards as the cuisine. The Salzburg architect Fritz Genböck was hired for the extensive renovation of the Getreidegasse 50 space, which was most recently home to the restaurant Carpe Diem. As well as building an addition in the courtyard, Genböck opened up the ceiling in the entrance area to create an expansive space. A grand Maria Theresia chandelier from lighting specialist Lobmeyr now hangs in the space, connecting the ground floor and upper floor and guiding guests toward the sleek, elegantly curved staircase.

Weitzer, as always, was responsible for the interior. The harmonious blend of materials that the Meissl & Schadn brand is known for served as the basis for his designs: high-gloss painted wood panelling, bright ceramic tiles, Thonet chairs, Bordeaux-coloured leather benches, brass brackets and table legs, cement tiles, and wood floors. Elegance and refined features are found throughout the restaurant, such as seamless tiling, honeycomb parquet flooring, stucco moulding, and wall sconces with a glass rod look. The cosy eating areas, which are broken up by columns, niches, and different levels and are surrounded by green, stand out. The overall impression is one of harmony, and the restraint exercised can't help but bring joy. Meissl & Schadn can seat up to 190 guests inside plus an additional 60 in the garden – room for plenty of guests to relish the dining experience.

## THE NEXT STEP IN THE COMPANY'S HISTORY

The delayed opening of Meissl & Schadn in Salzburg due to the pandemic hasn't put a damper on the excitement, but the official opening celebration will have to wait until the autumn. Weitzer stepped up to the challenge of successfully implementing the multiple award-winning Vienna model in Salzburg with complete confidence.

“Although Meissl & Schadn in Salzburg is based on the concept of the Vienna original, the new restaurant will of course be managed from Styria, the company's home, not from Vienna,” he says. The new Meissl & Schadn in Salzburg will also play a role in the company's future strategy. Weitzer says he aims to bring the concept to Hamburg, Berlin and Zurich.

THE HISTORY OF MEISSL & SCHADN

At the turn of the last century, Meissl & Schadn offered 20 different types of boiled beef and even more sides – along with a number of other major and minor classics of Viennese cuisine influenced by the different corners of the multi-ethnic Austro-Hungarian Empire. Even after the dissolution of the Empire, the famous hotel and restaurant at Vienna's Neuer Markt was known for its traditional cuisine until it was destroyed in 1945. When Meissl & Schadn opened on the ground floor of the Grand Ferdinand hotel on the Schubertring in 2017, one of Florian Weitzer's long-held dreams came true. Now another has come true with the opening of Meissl & Schadn in Salzburg.

RESTAURANT

*Meissl & Schadn*

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