

#myLaško 2020

Newspaper for the seekers of incredible stories and experiences of Laško | January 2020 | Vol. 1 | Issue 1 | www.lasko.info | #myLaško

TOP 5 NOVELTIES

Guided tour:
**HONEYBREW
LAŠKO TOUR**

Brand:
**TASTE
LAŠKO**

Open days:
**#MYLAŠKO
EXPERIENCES**

Digital adventure:
**VIRTUAL
LAŠKO**

Green destination:
**SLOVENIA
GREEN GOLD**

Having experienced a toast with thermal water on the Wishing Bridge, delicious treats prepared by a top chef and the unique pizza with greaves, honey picnic and the famous brewery from behind the scenes, you are ready to mix beer cocktails on your own way. Get to know the secrets of Laško in the company of an experienced culinary guide. Join us for the HoneyBrew Tour. How and when?

Read more >>>

BECOME A HONEY BREWER!



Laško
**HONEY
BREWER**



"From May to October, I will be your Bar-Bee! Shall we meet on any given Friday and set off on a HoneyBrew tour adventure?"

Barbara Penič, Tourist guide



[lasko.slovenia](https://www.facebook.com/lasko.slovenia)



[lasko_slovenia](https://www.instagram.com/lasko_slovenia)



[Laško, Slovenia](https://www.youtube.com/Laško_Slovenia)



HONEYBREW LAŠKO TOUR

What do thermal water, beer and honey have in common? Find the answer on the unique adventure tour of interesting sights and carefully hidden secrets of Laško. Come and join us on the Honeybrew Tour.



TASTE LAŠKO



When you are looking for the best from Laško, you will find it in the brand Taste Laško. Certified delicacies, craft products and products of unique and industrial design with the right to use the brand Taste Laško, preserve typical

skills and knowledge, and are made of mostly local ingredients. Honey and honey products, aromatic plants and herbs, bread and dairy products, marmalades and juices, liquors, vegetables and other delicacies all create an elaborate culinary story, which includes the certified house of gastronomy. Wooden, pottery and textile products, beer and associated products and a variety of other attractions inspire souvenirs from Laško. A professional committee evaluates these products every year. Check out the best offer at your first and every following visit of Laško. Visit TIC Laško. Meet with local providers at their homes or on workshops.

Laško specialties BAKED CREAM



Cream is an important ingredient in the cuisine all over the world. Particularly in this part of Slovenia, it has a unique character and taste. The typical dishes of the Laško area often feature baked cream. To prepare 1 kg of this specialty, we need 12 litres of raw milk. Especially cream, baked in a wood-fired oven, is known for its quality. How is it made? After heating the milk to the boiling point, the milk is left to cool, and later the layer of cream is taken off, cut in small pieces and placed in the oven where it is baked for three hours at 160°C. While in the oven, it is stirred frequently to obtain an even golden brown crust and caramelise. In Laško, the baked cream is an important ingredient of a famous culinary specialty – the unique dessert, known as the Laško honey pie, which has been awarded with the quality certificate Taste Laško. The pie is created by devoted confectioners at Thermana Laško.

Enjoy!



Tasting beer, bread and honey, the tour brings us to a thermal water spring, barrels of a famous brewery, exquisite castle kitchen, apitherapeutic beehive and a pub.

On the tour, we taste the refreshing thermal water, which inspired Laško brewers to start brewing thermal beer. At the Špica restaurant, we will enjoy in **a glass of cider and a crunchy pizza with cheese and greaves**. At the Tabor castle, we get to taste Zlatorog lager beer and **delicacies prepared by master chef Marko Pavčnik**. In the Laško Brewery pub, we meet a master brewer and learn about beer and **a story of Laško brewers**. After we have learned the Laško anthem, it is time to taste something sweet. At Šolar Beekeeping, we take a peek into the beehive, make a toast with mead and lemonade and pour honey into a glass. At a picnic in the meadow, we pamper ourselves with **Laško honey pie and Šolar's gingerbread cookies** and in between, we breath the bee air in the therapeutic beehive. Finally, we go to the Pivnica Savinja pub and mix **our own honeybrew potion**.

Experienced culinary guides invite you to the Honeybrew Tour **every Friday from May to October**. We meet at 3 p.m. at Thermana Laško. **Make your reservation at TIC Laško!**

GOLD AMONG GREEN

There are about 100 destinations and providers in Slovenia that are committed to sustainable tourism within the Green scheme of Slovenian tourism. You can recognize us by the Slovenia Green label. Only few hold a certified Slovenia Green Destination gold label. Laško is one of them!

The evaluation committee recognised Laško as a destination with a remarkable progress in sustainable destination management. We are compliant with the internationally comparable criteria of the Green Destinations standard. Tourism development in Laško focuses on an environmentally friendly and socially



responsible destination. Not only we obtained the Slovenia Green Destination gold label, but we were also recognized as a bee-friendly municipality and we are proud of the Accessible tourism award granted in the scope of the European Destinations of Excellence (EDEN) initiative.



REMARKABLY VIRTUAL

Dreaming about the future, we meet the inhabitants of the past, the monks of the Jurklošter Carthusian monastery and poet Anton Aškerc from the Aškerc Homestead. Come dream with us and expect virtual experiences of the digitally innovative cultural heritage!

We will prepare boutique digital experiences which, in a modern way and with the help of enriched reality, revive the old Laško market with numerous architectural and other details, offer a completely new guided tour of the Jurklošter Carthusian monastery, which is famous for its love story between Frederick II, count of Celje, and Veronika of Desence, and give a new charm to the Aškerc Homestead, where an important poet spent his youth. In cooperation with

the Ministry of Culture and the Research Centre of the Slovenian Academy of Sciences and Arts, and with the help of digital technologies, we will create authentic experiences accessible on mobile phone.

Laško is proud of its stories. With a new approach, we make them more attractive to our guests. At Thermana Laško, you can already enter the VR room and experience the medieval times by changing the course of history!



#MYLAŠKO EXPERIENCES

Open days

From May to October, you can visit several points of interest in Laško on a scheduled basis and most of them without prior arrangement. They all offer #myLaško experiences. Find your own experience on the website www.lasko.info and in the publication, available at TIC Laško. Share your experience with #myLaško on social media.



SEE YOU AT THE BEER AND FLOWERS FESTIVAL!

When planning a visit to Laško, do not overlook the largest traditional tourism event in Slovenia. The 56th beer and flowers festival will take place between 9 and 12 July 2020. Featuring concerts, beer and many ethnographic events the festival attracts more than 75 thousand visitors to the town covered with flowers.

Check out why.
www.pivoincvetje.si/en



WORTH VISITING

February

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Shrovetide carnival
Masks marching through the streets of Laško market

April

...

Feast of Saint George
Springtime's welcome with Zeleni Jurij (Green George) and his companions covered with flowers

July

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56th Beer and Flowers Festival
Summer highlight with great concerts

September

...

Guštfest
Culinary event with a touch of nostalgia

November

...

St Martin's Day Celebration
Presentation of customs related to wine

December

...

Festive Laško
Events and festive experiences

Newspaper for tourism novelties in Laško destination is issued by **STIK Laško** - Center for Sports, Tourism, Information and Culture Laško, Trg svobode 6, 3270 Laško.

For more information about novelties visit TIC Laško, Valvasorjev trg 1, 3270 Laško.

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