



### Perry – a cultural gem of the Mostviertel

Unlike in most regions, not apple cider but perry takes center stage here – a true rarity in Europe. Reimagined as a cultural drink, Mostviertel's single-variety perries surprise with subtle and complex flavors.

### Mostheurige and Mostbarone – living hospitality

In traditional taverns, called »Mostheurige« and often located in historic farmsteads, regional dishes and fine perry await. The »Mostbarone« – the ambassadors of perry culture – offer tastings and events that let you discover this traditional drink in all its nuances.

© Robert Herbst



### The Moststraße Region – home of the pear.

Gentle hills, picturesque villages and stately farmsteads shape the Moststraße region in the western Mostviertel. This is where the unique Mostviertel perry originates. Especially in spring, when thousands of pear trees burst into bloom and turn the landscape into a sea of white, the region comes alive with festivals and tastings. At traditional taverns, rustic farm shops and charming places to stay – from countryside hotels to farm holidays – you can experience perry and the surrounding landscape with all your senses.



### We're happy to help you plan your visit!

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Mostviertel

# Experience the Moststraße

A journey through landscape, flavour and culture

MOSTVIERTEL.AT



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The Moststraße region delights with culinary treasures and scenic viewpoints. Especially in April, when pear trees burst into bloom, the landscape reveals its full beauty – perfect for simply enjoying the moment. But the panorama between gentle hills and alpine peaks is worth a visit all year round.



Mit Unterstützung von Bund, Land und Europäischen Union

Bundesministerium Land- und Forstwirtschaft, Klima- und Umweltschutz, Regionen und Wasserwirtschaft



Kofinanziert von der Europäischen Union



# The Moststraße Region



**MOSTBARONE**  
Ambassadors and experts of perry culture – with passion, expertise and heart.



**CYCLING**  
Scenic rides meet regional delights – explore the region on bike routes.



**PERRY & PEAR JUICE**  
From fruity and mild to crisp and fresh – a wide range of flavours awaits in every glass.



**PHOTO SPOTS**  
Stunning views from rolling hills to alpine peaks – ready to be captured.



**Regional Highlights**



**Food & Drinks**



**Accommodation**



# Celebrating the blossoms

Around mid-April, some 600.000 fruit trees in bloom transform the Moststraße into a sea of white. A feast for eyes and palate – the pear blossom season offers a stunning backdrop for culinary events across the region.

## Mostfrühling

Each year, the Moststraße region celebrates and welcomes spring with the pear tree blossoms and joyful events.

## Tag des Mostes

The »Tag des Mostes« is a day dedicated to perry. It is the highlight of springtime in the Moststraße region and is celebrated every year on a Sunday in April.



**NÖ Landesausstellung 2026**  
*Lower Austria State Exhibition 2026*



The exhibition »**WHEN THE WORLD IS UPSIDE DOWN – Human. Psyche. Health.**« at the Mauer Hospital explores the topic of mental health from different perspectives. It uses art to show the challenges of mental illness and its effects on those affected and their families. The exhibition is open from March 28 to November 8, 2026.

[www.noelandesaustellung.at/en/loweraustriastateexhibition2026](http://www.noelandesaustellung.at/en/loweraustriastateexhibition2026)