This Training Module is part of the SKIVRE Training Scheme which has been developed within the Erasmus+ Strategic Partnership SKIVRE, a European project aimed at competence expansion in European monasteries for the development, manufacture and marketing of high-quality products, establishment of Europe-wide sales strategies for monastic products, revival of the historical craftsmanship of the monasteries.

You can find more information at the homepage: https://skivre.eu/

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Good Practice 19:
Route of Delights

SKIVRE Training Scheme
Good Practice 19: Route of Delights

Description

The Route of Delights is an alliance of businesses in the German Tauber-Franconia region from Aschaffenburg, along the Main via Miltenberg and Wertheim to Würzburg and along the Tauber up to Rothenburg ob der Tauber. The Route aims to showcase the variety, quality and particularities of the regional products including monastic products. The co-operating manufacturers are united by their love of crafts skills, as well as by the creation and processing of their products in harmony with nature and the environment. The ‘Route of Delights’ is a guide from TOURISMUS REGION WERTHEIM GmbH

Monasteries of the region are invited to become a partner in the Route that guides visitors to very different though highly attractive companies and institutions.

Why is this a good practice for monastic products?

The route is initially an offer for guests and locals alike, who are interested in quality and the unique products of the region. It follows the approach of an economic network that creates a benefit for all partners and generates value chains. Kloster Bronnbach is one of the Route's partners. The former Cistercian monastery uses the network to establish itself as an attractive tourist destination in the context of the Route and to offer monastic products along it. The integration into the network enables access to (new) customers for monastic products.
Picture 1: The Route of Delights © https://route-of-delights.com

Source/link

This good practice available under the following link:

https://route-of-delights.com/home.html 7/

A catalogue in English is available:


Country

Germany

Topic

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