



**Good Practice 28:  
Quince products - new trend with  
old monastic recipes**

SKIVRE Training Scheme



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## Good Practice 28:

# Quince products - new trend with old monastic recipes

### Bronnbach Monastery



## Description

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Monasteries are in various aspects a refuge and preserver of precious thoughts and attitudes, for many years this also applies to the plants and gardens at the monastery of Bronnbach. The strengthening of the surrounding gardens as well as the possibilities arising from the monastery shop and the sale of corresponding products on the subject of quinces, are essential sources of ideas. Despite its good potential for use, the quince tree is no longer frequently cultivated in Germany today. For many years, a large number of quince trees have disappeared without being replaced. Quince trees only represent 0.5 percent of all fruit trees in the German-speaking countries. It is therefore of essential importance to preserve old varieties.

In Bronnbach, historical gardens and the herb garden were extended and rare old fruit varieties were planted. The existing fruit trees, including numerous quince trees, are carefully cultivated. The quince fruit is currently experiencing a renaissance, of which numerous specialist and cook books bear eloquent witness.

Five years ago, the first quince trees were planted in the Bronnbach monastery with the idea of a quince path and new trees enlarged the plantations every year.

After five years, the trees were big enough to present the different varieties to the visitors and to make them known in a marketing strategy. On the 450 meters long path within the monastery walls, there are fruit-bearing high trunks as well as hip-high seedlings or quince bushes.



The quince trail is to be enlarged with further varieties in the coming years. Eventually, the largest variety garden will be created in Bronnbach in Baden-Württemberg. There are now almost 60 trees in 42 varieties, some of which have been donated by tree sponsors. This creates an additional emotional connection to the monastery. The sign posted path forms a living archive of the historical diversity and use of this unique tree.

The monastery shop will set up its own shelf exclusively for quince goods. The shop will offer products from the monastery's own quinces, such as jellies from old recipes. In addition, regional quince products such as quince secco, quince sparkling wine, and quince juice or quince soap will complete the product range.

#### ■ Why is this a good practice for monastic products?

The quince tree is well suited to strengthen the monastery shop with products made from its fruit. Of course, other types of fruit marketed in the vicinity of a monastery are also suitable.

The fact that Hildegard von Bingen described the quince fruit as a remedy, adds to the popularity of this now rare fruit for cultivation in a monastery. Since the quince is currently experiencing a high popularity and at the same time has a monastic connotation, quince products combine several advantages in the monastery shop:

- Customer loyalty based on a currently popular topic
- Reference to historical circumstances and tradition
- Extension of the theme into the garden and landscape aspects of monasteries
- Offering a high-quality product with great customer demand
- Higher yield in the monastery shop

The fact that especially older people remember quince products from their childhood and, at the same time, young people and children are increasingly interested in historical plants, creates an additional impetus.

The theme "quince" can also be very well included in the annual programme of a monastery complex: In spring, quince tree trimming courses may be offered or in October, when the fruits are ripe, the event of a special monastery quince day. Quince fruits may also find their place in the annual culinary offer of restaurants (e.g. Culinary Quince Week).

## Pictures

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Picture 1: Quince tree in the monastery garden before the harvest, © Matthias Wagner



*Picture 2: Quince products and books at Bronnbach Monastery, © Sabrina Rota*



*Picture 3: Quitten nach der Ernte, © Matthias Wagner*



*Picture 4: Quinces after harvesting, © Matthias Wagner*



## Source/link

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This good practice exercise is available under the following link

[www.kloster-bronnbach.de](http://www.kloster-bronnbach.de)

## Country

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Germany

## Topic

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SKIVRE Training Scheme	
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