

The history of the Café Kronberger

In 1900, Josef Kronberger sen. and his wife Fanny opened a village bakery on their centuries-old farming estate located in the centre of Winhöring.

Their son Josef Kronberger jun., who was born in 1901, continued to run the farm and developed the bakery & pastry shop into a respectable supply business. Numerous “Konsum” and “Kaisers Kaffee” shops were among his customers. He found new inspiration for his pastries and bakery products on his travels, e.g. to Sweden, Finland and Norway.

In 1936, Josef Kronberger married Centa Moser, who hailed from a large farm in Hirschhorn. It was she who, at the beginning of the 60s, transformed the main building and the garden into a garden café. On account of its stylish ambience and delicious cakes “Café Kronberger” soon attracted visitors from far and wide.

After the sudden death of her husband in 1955, Centa Kronberger and her daughter Rosemarie successfully continued the business. In 1963, Centa Kronberger married the local master builder Rupert Leitner. In 1967, her daughter Rosemarie married the lawyer Alfred Loibl, who alongside his profession as senior civil servant pro-actively supported his wife in her business.

Café Kronberger developed into a well-known destination for outings and a popular place for family reunions and company festivities. For many years it was the home of the local Rotary Club. The family also supplied the Nickel Edeka supermarkets.

In 1992, due to the ill health of the senior partner, the family saw themselves forced to lease the business, first to the partners Hiermeier and Fichtner and, from 1996 onwards, to the Austrian master pastry chef Hans Schallmoser.

In 2011, after almost 20 years of leasing the business, the family Kronberger-Loibl sold it to Stefan and Johannes Gruber, two internationally renowned and award-winning pastry chefs. It was very important for the Kronberger-Loibl family that the tradition and quality of the establishment would be continued. The qualification and experience of the Gruber brothers are their guarantee.