Crailsheim.
Everything a town should have.
Our town

Crailsheim is a town with a high quality of life – it is economically strong and also family-friendly. Crailsheim has character and charm. In short, Crailsheim offers everything a town should have.

But what exactly does “everything” mean? What is the unique DNA of this large district town in beautiful Hohenlohe like? What makes Crailsheim so liveable and lovable? On the following pages we would like to answer these questions by presenting facts and figures, letting images do the talking and giving the citizens of this town a chance to speak.

This way, you will get to know and come to appreciate the town itself and its history, its immediate surroundings and the recreational opportunities associated with it. You will get an impression of the strong business location of Crailsheim, the home of numerous global players, successful medium-sized companies and traditional craft businesses.

And you will come to understand why our town is an incredibly good option for people with a vision looking for a prosperous future and development possibilities.

Legendary

The inhabitants of Crailsheim are nicknamed “Horaffen”. And they mould “Horaffen” from all possible materials in order to exhibit, eat or pin them on. But why do they actually do this?

It has been handed down that Crailsheim’s “Horaffen” originated from a siege supposed to have occurred around the turn of the year 1379/80. During a war in southern Germany, where towns fought against sovereigns and nobility in a kind of power struggle, there was a conflict between the allied imperial cities of Schwäbisch Hall, Rothenburg and Dinkelsbühl and the counts of the Hohenlohe region. According to the legend, the townspeople gathered outside the town of Crailsheim in Hohenlohe to take revenge for the hardships they had been suffering. They besieged the town and tried to starve it out in order to conquer it. After a few months, they had almost achieved their purpose when the trapped residents resorted to a trick: the women collected all the remaining flour to bake pastries in the very distinctive shape of “Horaffen” (open horns) and threw them over the town wall. At the same time, the mayor’s wife courageously mounted the wall and turned her expansive buttocks towards the attackers. When faced with such abundance, the besiegers realised the hopelessness of their plan and dispiritedly backed off on the Wednesday before Estomihi in 1380.

Even though the events of the siege are historically open to question, this legendary victory constitutes one of the origins of Crailsheim’s special feast day, which is celebrated yearly on the Wednesday before Estomihi. On this day, “Horaffen” made from yeast dough are distributed in kindergartens, schools and retirement homes.
“Nobody ever gets bored with the history of our town. Not even me!”

Gudrun Bolz, town guide

Guided tours of Crailsheim have a lot to offer. People of all ages and with all kinds of interests regularly make use of this service.

Anyone taking part in one of the exciting guided tours (4) of Crailsheim takes a stroll through a history of 900 interesting years.

It is the story of the margraves’ lives at court. And the story of reformer Adam Weiss, who was already preaching Protestant teachings five years after Martin Luther had nailed his theses to a church door (2). The guided tour will also lead you to a lot of evidence of past events, the villa (3) on the hill “Krekelberg” and the chapel “Gottesackerkapelle” (5) at the Cemetery of Honour. The fact that they still exist seems like a miracle. After all, more than 95 percent of the town centre was destroyed during the last weeks of World War II.

Crailsheim’s reconstruction required a considerable effort, and any similarities to its former townscape were intentionally avoided. The “new” Crailsheim was to be functional and clearly structured. And it is still like that today. Crailsheim’s style is completely different from that of its ancient neighbouring towns, but this does not affect its popularity at all. This is also what citizens of our sister cities Worthington, Pamiers, Jubarkas and Biłgoraj think, so they enjoy visiting us time and time again. We are particularly proud of our friendly relations with Worthington (Minnesota, USA), which provide pupils with the opportunity to participate in an exchange (1). Back in 1947, this was indeed the very first partnership between a German and an American town.
If you travel towards Crailsheim on the German motorway, you will pass an unremarkable sign. It says: “Crailsheim – Türme an der Jagst” (In English: Crailsheim – Towers by the Jagst River). Now what? Should you leave the motorway? Definitely! This is well worth a detour.

The Jagst is 190 kilometres long and thus the longest tributary of the Neckar. Crailsheim straddles this central highlands river, nestling in a large stepped basin, formed where the Jagst passed from the Franconian-Swabian Forest to the northern Hohenlohe Plain. The distinctive towers are solid landmarks of the town. The water tower, the “Diebsturm” (Thief’s Tower), the town hall tower, the “Liebfrauenkapelle” and the Johanneskirche are silhouetted against the townscape. The towers also have a lot to offer concerning history. This is demonstrated by the water tower constructed in 1912, which for many years supplied steam locomotives at the railway hub of Crailsheim with water from the Jagst. As late as 1960, up to 1,400 cubic metres (315,000 gallons) of water were still flowing daily through the building, which has enjoyed listed building status since 1978.

If you aim high in Crailsheim, you’d better climb to the top of one of the other towers, like the 57.5-metre (188’) tower of the town hall. When you reach the top, you will be rewarded with an extraordinary view of the town. For example, you can see the picturesque flood plain of the Jagst or the grounds of the former infirmary “Heilig-Geist-Spital,” where the town museum and a medieval bathing establishment are located. You feel you absolutely have to visit that as well? Just do it! However, we’d advise you to linger just a little bit longer before you go. After all, you are not presented with such a beautiful view every day.
In Crailsheim, you won’t just find everything a town should have but also everything a person needs. Crailsheim will make you feel good, no matter how old you are, where you come from or what your gender is. This is guaranteed by an excellent mixture of employment, training and recreational offers. The best thing is that everything is close. So you can take a refreshing plunge into the lake “Degenbachsee” (1) just about half an hour after a meeting at work. The weather is not suitable for outdoor activities? Recharge your cultural batteries at the town museum (2) where you will find impressive permanent and special exhibitions. If your stomach still rumbles after having satisfied your hunger for knowledge, you have a good reason to stop at “Bullinger Eck” (3) across the road – or at one of the other numerous restaurants within walking distance, where people will always be pleased to see you.

You have probably already noticed you and your family won’t have to plan ahead in order to have a good work-life balance in Crailsheim. It will simply happen.
Leisure areas

We all sometimes long for places where we can be ourselves and experiment. On other days, we prefer points of contact which offer support, companionship and guidance. Crailsheim offers everything adolescents and young adults need.

Outdoor pool or bathing lake? Crailsheim offers you both. In the outdoor pool in “Maulachtal” valley (4), which is the larger of the two outdoor swimming pools, you can jump off the 5 metre diving board, work out in the 50 metre lane or relax with friends in the sunbathing area. At the lake “Degenbachsee”, there is plenty of room for a dinghy trip, a beach volleyball match or a cozy BBQ event at one of the barbecue areas – naturally, older people are welcome too.

Crailsheim also offers lots of other meeting places. For cinema lovers, there is Cinecity with its modern 3D technology. For fitness fans there is the “parc vital” with saunas, steam baths and treatments. Musical people can attend the municipal music school. Animal lovers will like the bird park. For bookworms, there is the municipal library. Ball lovers will like the bird park. For bookworms, there is the municipal library. Ball lovers will like the bird park. For bookworms, there is the municipal library. Ball lovers will like the bird park. For bookworms, there is the municipal library. Ball lovers will like the bird park. For bookworms, there is the municipal library. Ball lovers will like the bird park. For bookworms, there is the municipal library. Ball lovers will like the bird park. For bookworms, there is the municipal library. Ball lovers will like the bird park. For bookworms, there is the municipal library. Ball lovers will like the bird park. For bookworms, there is the municipal library. Ball lovers will like the bird park. For bookworms, there is the municipal library. Ball lovers will like the bird park. For bookworms, there is the municipal library. Ball lovers will like the bird park. For bookworms, there is the municipal library. Ball lovers will like the bird park. For bookworms, there is the municipal library. Ball lovers will like the bird park. For bookworms, there is the municipal library. Ball lovers will like the bird park. For bookworms, there is the municipal library. Ball lovers will like the bird park. For bookworms, there is the municipal library. Ball lovers will like the bird park. For bookworms, there is the municipal library. Ball lovers will like the bird park. For bookworms, there is the municipal library. Ball lovers will like the bird park. For bookworms, there is the municipal library. Ball lovers will like the bird park.

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“Crailsheim is our home. There are still lots of things we intend to do here together!”

Laura Präger and Daniele Hüttl from Jagstheim

The outdoor pool in “Maulachtal” valley is only one of many popular meeting places in the town.
Natural Spectacle

Hobby cyclists move at an average speed of 10 to 20 km/h. It is the perfect speed for enjoying the Hohenlohe Plain to the fullest.

So hop into the saddle and let the fun begin! It is a good day for a short excursion to the hill "Burgberg" near Ober-"speltach – it is just a 10 km ride. If the weather is fine, you will be rewarded with a unique view at a height of 534 metres. Or you could tackle a part of the 332 km long cycle track along the rivers Kocher and Jagst (2) which runs right through Crailsheim. It is one of the most popular cycling routes in Germany and was awarded 4 stars by the General German Bicycle Association (ADFC) in 2014. If you prefer going on foot, we recommend the Franconian-Swabian Way of St. James or a walking tour through the Jagst Valley (3). The path along the Gronach River leading to the old hammer mill is a real classic, offering lots of fun surprises for both children and adults.
In Crailsheim, guests are welcomed with a smile. And with a delicious choice of food and drink in a relaxed environment.

Crailsheim is multifaceted – especially regarding its culinary offering. This is evident in numerous cafés where you can meet after visiting the weekly farmers’ market in order to have a “Schwätzle” (chat), a piece of “Äpfelblotti” (apple cake), a “Crailsheimerle” (a regional pastry) or a “Horaff”. Moreover, it is difficult to resist the numerous restaurants offering meals from different European countries – or even China and Thailand – as well as the local cuisine of the gourmet region of Hohenlohe.

Can’t sleep well with a full stomach? True. So now is the time to explore Crailsheim’s bar scene. You will find everything a night owl could wish for. There is a great variety on offer – be it the classic local; a cocktail, shisha or music bar or an Irish pub. If you go out in the evening, a stop at the non-smoking pilsner beer pub “Horäffle” is imperative. If you are lucky, they will be throwing a theme party – which is guaranteed to put you in a good mood. At a late hour, the cool beats at “Club Factory & Apfelbaum” will lure you inside. Great DJs will turn night into day at this double location in the south-east industrial park.

It’s off to bed for you now? Crailsheim offers a wide variety of overnight accommodation for every taste and budget. These range from family-run hotels with three or four stars to cosy guesthouses to modern apartments and holiday homes – some functional, some stylish –, where business travellers and holidaymakers alike feel at home.

Hospitality

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In Crailsheim, there are lots of possibilities for earning a decent salary. And even more opportunities to spend it to one’s heart’s content.

Just abandon rationality and don’t just shop for new jeans but also take the posh blouse and the leather boots. It is possible! Are you a sensible shopper attaching great importance to organic and regionally produced food? Even then you won’t have any trouble getting what you want. Crailsheim offers everything a consumer could wish for – be it a big supermarket or a small organic food shop (3), a tradition-steeped family-run clothes (4) or furniture shop (5) or a casual fashion and shoe boutique (2).

In addition, Crailsheim’s shopping public is spoilt by certified craft enterprises with products and services ranging from the perfect hair cut (1) to glasses with the optimum acuity to a skilfully arranged flower bouquet. If you just can’t get enough of shopping in Crailsheim, you may even prolong your shopping trips from time to time. Like for example, when the shops occasionally open on a Sunday or there is a night-time shopping event. Sufficient parking options are available at all times – in the town centre as well as in the district of Rossfeld, where you can have even more shopping experiences.

shopping Experience

“As far as fashion is concerned, I think Crailsheim is one of the leaders!”

Patricia Sadler, shop assistant at fashion boutique TC Buckenmaier

Crailsheim is an insider tip with respect to shopping, and its range matches that of many bigger towns.
If you decide to move to Crailsheim, you are about to do the right thing. After all, this large district town offers residential areas which have great facilities and are close to the countryside. It would be hard to find a family-friendlier place!

Crailsheim’s district Hirtenwiesen plays a special role. In 1996, as part of an urban development plan, transformation of the area of the former American McKee Barracks into a residential area began. The conversion provided space for new buildings, condominiums, educational facilities, shopping opportunities and industrial areas. Here we took on nothing less than one of the most comprehensive conversion projects in the history of Baden-Wuerttemberg.

It has been well worth the effort! Today more than 2,000 people live in the residential area of Hirtenwiesen. All of them are supplied with inexpensive heat from Germany’s largest solar thermal system, which means our town repeatedly occupies one of the leading places in the German solar energy league. The system gets its energy from solar collectors installed on a noise barrier and on the roofs of public buildings. If you wish to find out more about this “flagship project”, you may embark on a solar-themed obstacle course which illustrates the technical components of local heating and teaches its function in an entertaining way.

Of course, additional building locations with plots already serviced – at amazingly attractive prices – will be available to potential homebuilders and their families.
Crailsheim is known far beyond the region – and this is has a lot to do with sports.

Above all, we owe this to the "Crailsheim Merlins" (4), who perform their magic in basketball arenas all over Germany. At home, the tall guys create hype year after year and thus attract sports enthusiasts in the region to make the pilgrimage to the Arena Hohenlohe, which can accommodate 3,000 fans. The best thing about the basketball boom in Crailsheim is that it brings in the youngsters and brings lots of promising talents to light.

The sports club "TSV Crailsheim" (1) women's soccer team excels not only regionally – since 1995, it has been holding its ground even in the top leagues. Our clubs are extremely successful in other sports too, whether in fencing, judo or athletics (5).

Have we whetted your appetite for sports? If so, you could join the "Titans", who play American football (3), or become a member of our fledgling capoeira group. We would also be pleased if you mingled with Crailsheim's sport stacking team, which incorporates several world champions. When it comes to the younger generation, we can recommend the children's dance group of fitness centre "Movin Tanz + Fitness" (2) – a group which has already been world championship runner-up for this age group.
Crailsheim’s cultural offerings are not only for an elite minority. Quite the contrary: they are colourful, diverse and available to everyone. Some events take place in big event locations like the extremely adaptable hangar (3). Other cultural highlights take place in small bars, e.g. the “7180-Bar” (1). This bar is known for its national live music acts, and its name recalls the days when postcodes still only had four digits.

In Crailsheim, culture is brought to life by various groups of people and organisations – from the long-standing cultural initiative “KULTiC” (2) to Crailsheim’s art lovers, the theatre community and the cultural association “Adieu Tristesse”. There is a special custom in Crailsheim: all those involved in the creative arts regularly get together at the cultural round table to coordinate events and get something special going. The offerings range from cabaret and comedy to literature and theatre plays to music and street entertainment.

The “Kulturwochenende”, festival of performing arts (4), is particularly significant in Crailsheim’s cultural scene. It lures thousands of visitors to the town every year. For four days and nights, it radiates inspiring and buoyant vibes and provides musical and artistic pleasure which unite the generations.

If you don’t want to miss either our “KuWo” or one of the other numerous cultural events, you should have a look at Crailsheim’s culture homepage at www.kultur-crailsheim.de now and again or leaf through the town’s culture calendar, which is published twice a year and is widely available.
Tradition

A real Crailsheimer doesn’t need a carnival or the Munich “Wiesn”. After all, they have the Franconian Folk Festival and many other traditional celebrations every year.

As the folk festival approaches in the middle of September, people are brimming with joyful anticipation of the beer tasting, the parade with the town band (4), the “Fränkische Familie” (5) and the civic guard (6) as well as lots of amusement rides. The residents of Rossfeld are just as excited one week earlier, during the so-called “Sichelhenket” (2) in their part of town, when the threshers perform and pigs are driven through the village on the command “Sau los!” (“Go, pig!”). The “Hammeltanz”, sheep dance (1), gets the pulses of the natives of Onolzheim racing. Central to this celebration is a creative parade and a competitive dance for unmarried couples whose prize is a sheep. What does Goldbach have to offer? A sea of 25,000 coloured lights attracts thousands of visitors to this part of Crailsheim during the Festival of Light (3).

“For me, the Franconian folk festival is the highlight of the year!”

Steffen Meiser,
first chairman of the town band

Since 1860, the town band has delighted the guests of the Franconian folk festival with excellent music. It even has a renowned reputation with outstanding rankings in international competitions.
Nowhere else in Germany are there as many world market leaders in one place as in the booming Crailsheim region.

Being the second-biggest town of the administrative district of Schwäbisch Hall, Crailsheim is an economic centre. Many charismatic business personalities have written success stories together with hard-working employees, and they continue to do so. Particularly in the sector of packaging technology, names like Gerhard Schubert (3), Groninger & co. (1) and R. Weiss are known all over the world. Locally, those family-run businesses are appealing to suppliers, feed hundreds of staff members and are like a dream come true to aspiring new recruits.

From an economic point of view, Crailsheim is attractive to existing companies and for what the future holds. There is room for ideas and for people who would like to implement them. Just like Dietrich Stoll (2), who together with his partner, fulfilled his dream of his own office building with a restaurant and Toploft Apartment Hotel in four floors on an area of 2,300 m².
Even in these days of chat and video conferencing, face-to-face meetings are invaluable. Great that you can arrange these so easily with Crailsheimers.

Be it mum’s marinated pot roast with “Spätzle” (noodles from the region), longing for the girlfriend or a meeting with one of the local global players – there are a good many reasons for visiting Crailsheim. The good news is that you can reach our town by various means of transport very easily. If you wish to travel by train, you will profit from the connection with the long-distance IC route from Karlsruhe to Nuremberg (1). Car drivers from Stuttgart will reach their destination quickly and easily via the motorways A81 and A6 (2). The latter intersects with the A7 right on our doorstep.

You’d like to head for Crailsheim by plane? – Even this is possible! Adolf Würth Airport in Schwäbisch Hall-Hessental is only half an hour away. When their plane begins its final descent, the passengers get a first fascinating impression of the beautiful Hohenlohe Plain. You’d prefer to stay on the ground? Looking out of the window during an overland drive on one of the numerous federal and country roads is rewarding. You will often see spectacular palaces and castles.

“From my place of study, I can get home in no time!”

Erik Minnich is studying in Bayreuth

Trains from Stuttgart, Nuremberg, Ulm and Heilbronn to Crailsheim run conveniently and frequently.

Favourite Destination

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ECONOMICALLY STRONG WORLD MARKET LEADERS AND PRODUCTS FROM CRAILSHEIM

“Hohenlohe Franconia is the ideal area in which to cultivate top-quality malting barley for our beers.”

Alexander Fach, a fifth generation master brewer

Only unadulterated ingredients from our home region are used for the production of “Engel” beer specialities.

Flagships

Products are “made in Crailsheim” by various successful enterprises.

The Fach family are the people behind the beer brand “Engel” (4). In 1877, they took over the “Engel” brewery (founded in 1738) and – in spite of considerable competition – transformed it into a modern brewery. Today, their specialities are just as popular in Crailsheim as they are in Berlin or even Italy. You don’t want to miss out on trying an “Engel” beer? We think so too. Ideally, you should combine it with some Swabian pasta squares, by Bürger (2) or one of the speciality cheeses from the dairy “Milchwerk Crailsheim-Dinkelsbühl” (3) which are also made locally in Crailsheim.

Apart from comestibles, there are also numerous other local products, many of which the average consumer will never even see. The radio control systems of high-tech producer HBC-radiomatic (1) are a good example. The innovative products of this hidden champion help control cranes and machines around the globe from a safe distance, for example at ports, in huge factory buildings, in forests and sometimes also in the desert. Enterprises like the “Engel” brewery and HBC-radiomatic are true natives of Crailsheim. However, apart from these, there are also international concerns which have recognised the potential of Crailsheim as a strategically favourable production site. Crailsheim has been the chosen home of Voith Turbo GmbH, which since 1956 has been developing and manufacturing drive and braking systems locally. Consumer goods giant Procter & Gamble has been based in Crailsheim since 1979 and has become an indispensable part of our town. In addition, Robert Bosch GmbH Packaging Technology settled in Crailsheim and produces machinery for the pharmaceutical industry at its Crailsheim location.
Family-friendliness

Parents only want the best for their children. And that is what they will get in Crailsheim – from day one.

Crailsheim is not only family-, but also baby-friendly. This is evident at the town’s hospital, where an experienced team of doctors and midwives lovingly and professionally accompanies new citizens on their journey into life. In order to support young families as well as possible and to foster the compatibility of family and working life, Crailsheim offers care by qualified pedagogic experts for even extremely young babies who are just eight weeks old. Municipal, clerical and independent supporters work hand in hand to help parents and children choose from various flexible and high-quality care options. In addition to nursery and kindergarten, Crailsheim has a network of childcare professionals. From the age of six, the youngsters are responsibly supervised at school – which is, among other options, also ensured by means of full-day options.

“Family and working life can be perfectly combined in Crailsheim!”

Bianka Engelmann and her sons Colin and Ryan

In the field of childcare, various high-quality pedagogical options are offered.
Crailsheim’s children and adolescents can go their own way, taking advantage of diverse educational possibilities with all kinds of different options.

To many parents, the first day their child spends at school (2) is highly emotional. They hope their child will fit in and feel comfortable at school. No matter if your starter is a highflyer, late developer, free spirit, or dreamer, Crailsheim offers the right kind of support for everybody, as Crailsheim’s school landscape is diverse. From day one, you can choose between different private and public offerings as well as different school concepts.

After the fourth grade, two comprehensive schools, two secondary modern schools and two grammar schools are available. With one exception, these are full-time schools with comprehensive care opportunities, which include the possibility of having a balanced hot lunch (4). After graduating from secondary school, a training college can be attended according to the respective dispositions and talents of the child. How about a commercial, technical or sociological grammar school for example – followed by a course of studies?

You’d prefer your child to get some “proper” training? Technical colleges with various specialisations can lead to a variety of professions – e.g., your child might become a qualified mechatronic engineer (3). In Crailsheim, we put a lot of emphasis on strong links between school, municipality and business. This works due to cooperation with local model enterprises which offer exciting internship positions and apprenticeships.

“...
We all want to be fit and healthy as long as possible. Crailsheim fulfils this wish by creating individual activity programmes as well as providing comprehensive medical care.

If you rest, you rust. This is why Crailsheim’s citizens are encouraged to keep moving for as long as they can. Local associations, health insurance companies, the adult education centre, fitness centres and many other facilities offer attractive training and courses. If you feel a bit under the weather in spite of all those preventive measures, you will find in close proximity a general practitioner or a specialist for almost all illnesses. If you like to trust in the knowledge of alternative practitioners, you can equally find a competent contact.

If it is necessary for you to stay in hospital for a while or there is a medical emergency, you will receive optimum care in Crailsheim’s hospital. If you are in need of permanent care, you are in the best of hands with the numerous mobile care services, assisted living units and retirement homes. In Crailsheim, we don’t just focus on the medical needs of the elderly. This is an aspect looked after by the Council of Senior Citizens, which represents the interests of the elderly citizens in all areas of life.

“\nWhen I feel good, I take care of my health myself. When I don’t, specialists do it for me.”

Werner Linder, active pensioner from Crailsheim

Crailsheim doesn’t leave the health of its citizens to chance but to a dense network of qualified specialists and institutions.

Well-Being

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Large district town

Nine town districts, one town – Crailsheim is divided into nine town districts. Some of them are split up into residential areas with their own names. Every single area is special in its own way. Put together, they have everything a town should have.