

THE NORDIC COUNTRIES AS A SUSTAINABLE GASTRONOMIC REGION 2014, SPRING AND AUTUMN

SUMMARY

The region's rich food culture and quality restaurants have become world-renowned in recent years and tourists increasingly associate the Nordics with the pleasure of enjoying fresh, local and sustainable foods. All the national Nordic tourism entities actively use food, gastronomic events and the culinary heritage in their national branding. New Nordic Food have initiated and encourages cooperation between the countries to strengthen the common gastronomic profile even further and optimise the use of it, as a selling point in tourism.

Nordic cuisine has become an important factor in attracting tourists to the region. Promoting the Nordic profile is therefore important because culinary tourism is on rise. There is a sizeable increase in the number of people who travel for food, and we see these 'foodies' coming to the Nordic region from all over the world. The 10-year anniversary of the Nordic Kitchen Manifesto was a common focus

for this project during 2014. The Manifesto, still being very up-to-date, has spread across the world and today serves as a beacon for many chefs around the world. Receiving a petition signed by 200 Estonian chefs saying they will work according to the Manifesto was just one example of how it has spread and been adapted.

Street Helsinki, Bocuse d'Or in Stockholm, The San Francisco Street Food Festival and Entrepreneurships Conference, North Food Festival in NYC and Scandinavian Light and Design in Vienna were all pilot projects executed during 2014. Some of the pilot projects had a street food focus and others focused on Nordic Food Diplomacy, e.g. using food as a tool to strengthen the Nordic countries and Nordic brands. Cross creative collaborations between the creative industries and organisations promoting the Nordic countries branding wise abroad, have been a focus through out this project. To take advantage of all senses using food as

a branding tool should be a common practice. Then a more holistic approach should be used in different events of branding initiatives. Here collaborating with the creative industry is of great value and adds new and exciting elements.

OBJECTIVES

During 2014 there have been two projects, with funds from UD, focusing on the Nordic Countries as sustainable gastronomic regions, SPRING and AUTUMN. The aim of these projects is to attract visitors to the Nordic Countries and to strengthen the collaboration between the countries because all Nordic tourism organizations use food and the culinary heritage as a selling point in one way or another. Foreign tourists usually stay in more than one Nordic country, during their visit to this part of the world. The objective of these two projects has been to create networks, find synergies in each other's work and jointly prepare proposals for how we can continue to work to market the Nordic region as a distinct gastronomic region to international visitors and develop Nordic Street Food among other things. The objective have also been to develop the tool-kit for the Nordic Food Diplomacy and to cooperate with Food and Creative Industries etc.

ACTIVITIES

SPRING

STREET HELSINKI, HELSINKI, MARCH 2014

The Nordic street food network established during New Nordic Foods street food conference in 2013 went to Helsinki in March for the first international street

NORTH OPENING GALA



food conference on Nordic soil – Streat Helsinki Talks. 500 people from all Nordic Countries attended the conference which boasted speakers from Brazil, South Africa and the US as well as Nordic ones. As part of a two day program the conference followed by the Streat Helsinki Eats. This public street food festival in down town Helsinki drew 20 000 people. The festival will return in spring 2015 as a main attraction for using food as a reason to go to Helsinki. New Nordic Food has a substantial part in Streat Helsinki becoming a reality, because NNF developed the strategy, wrote the first project plan and raised funds for a project manager. See separate sum up.

BOCUSE D'OR EUROPE, STOCKHOLM, MAY 2014

The European contest of Bocuse d'Or was held in Stockholm in the beginning of May. New Nordic Food represented all the Nordic Countries at the competition sharing our stand with the Nordic Food Waste program. The Nordic stand acted as a hub for foreign visitors to gain more knowledge of the Nordic Countries as gastronomic regions and the 10-year anniversary of the manifesto. Showcasing a selection of Nordic Cook books and displaying and handing out the manifesto attracted a lot of attention.

During the BD New Nordic Food was invited by the Estonian Tourist Board to join the Estonian president's wife for a dinner in honour of the competing Estonian Chef and also in honour of the Nordic Kitchen Manifesto. Under the event a petition was handed over to NNF. The document, signed by 200 Estonian chefs, declared that they will work according to the Manifesto.

AUTUMN

STREET FOOD FESTIVAL AND CONFERENCE, SAN FRANCISCO, AUG 2014

In 2013 a Nordic delegation headed off to San Francisco. The aim of this trip was to gain further knowledge about street food



NORTH, NEW YORK

and inspiration to develop the Nordic street food scene. This knowledge was transferred into creating Streat Helsinki where the people from La Cocina and the San Francisco Street Food Festival (SFSFF) participated as speakers, see above.

New Nordic Food was invited 2014 in return to introduce Nordic Street Food during the SFSFF with the help on Swedish San Francisco based chef Pelle Nilsson. During the conference New Nordic Food spoke about the Nordic Street Food revolution and Streat Helsinki as a showcase with an audience of 300 people from all over the US working with festivals, street food and other food branding activities. Chef Pelle brought along his food truck and sold modern Nordic Street Food such as mini moose sliders and aquavit cured Norwegian Salmon.

NORTH, NEW YORK, SEP 2014

New Nordic Food was a partner during NORTH – Nordic Food Festival. NNF collaborated with the NORTH project team to add new activities and a more strategic content to the festival, Street food and panel discussions. Almost all the Nordic Visit-organizations participated in the

festival that took part for a whole week in NY offering over 25 different Nordic food related activities. New Nordic Food was responsible for the opening panel discussions taking place and also for bringing in the street food element to the festival. See separate sum up.

BRITISH STREET FOOD AWARDS, LEEDS, SEP 2014

On collaboration with New Nordic Food, Chef Pernilla Elmqvist and her Nordic Street Food truck went to Leeds to represent the Nordic countries and our unique street food in the international category of the British Street Food Awards. Competing against lots of European food truckers Pernilla won with her reindeer and flatbread sandwich gaining lots of praise and publicity.

SCANDINAVIAN LIGHT AND DESIGN, VIENNA, NOV 2014

This year the annual Nordic design event Scandinavian Light and Design was boosted with Nordic Food Experience designed by Swedish Food Designer Vanja Franzén and Swedish Embassy Chef Christoph Finch, Together with visual designer Florian Tanzer they created a holistic experience combining food, sound

and visuals, to strengthen the Nordic branding during the Nordic Design event in Vienna. This was collaboration between NNF, Swedish and Norwegian embassies, Swedish export and Nordic exhibitors. See separate sum up.

NETWORK & SUPPORT

During 2014 there have been extensive collaborations with lots of different organisations and stakeholders. With NNM II, and funded with money from UD, we have successfully contributed to the content and financing of Streat Helsinki, Bocuse d'Or, North and Vienna and also acted as agenda setters and opened up our large Nordic Networks. Acting as consultants developing the Nordic Food Festival in Århus 2015 as well as other initiatives exemplified by the Nordic Food Waste initiative both in the Nordic countries and abroad has also been part of this year's project.

RESULTS

- Streat Helsinki becoming an annual street food event in Helsinki contributing to the Nordic Street Food revolution and developing the art of Nordic street food as well as being a flag ship culinary event to draw visitors to Helsinki.
- 500 delegates participated in the Streat Helsinki Talks (conference on street food with lots of international speakers.)
- 3 Swedish Food Trucks participating in Streat Helsinki.
- Over 20 000 people came to join the Streat Helsinki street food festival.
- Gold, silver and bronze was given to Sweden, Norway and Denmark during the Bocuse d'Or in Stockholm and New Nordic Food got a lot of attention from foreign visitors in the exhibition area.

- Nordic Food Waste initiative was invited by New Nordic Food to share our exhibition space during the Bocuse d'Or to high light the importance to stop wasting food. Collaborating with other Nordic food initiatives and sharing space and network is very important to strengthen the overall Nordic values and branding.
- Estonian connection, 200 Estonian chefs had written a declaration that they will work accordingly to the Nordic Kitchen Manifesto. This declaration was handed over to New Nordic Food during a formal dinner during the Bocuse d'Or in Stockholm hosted by the Estonians president's wife and the Estonian Tourist Board.
- Branding Nordic Food during the San Francisco Street food festival with the help of SF based Swedish chef Pelle Nilsson and his Nordic Food Truck.
- 300 delegates at the La Cocina Food and Entrepreneurship participated in the talk about the Nordic Street Food revolution and Nordic food festival.
- Almost 30 different Nordic Food Activities offered during the NORTH Food festival.
- 1000 people joined the Nordic Street Food Festival at the Brooklyn Brewery.
- New and extended collaborations with the Nordic Embassies and Business Sweden. Cross-creative pilot projects with the culture, export and design industries and the Nordic Diplomatic Corps and thereby strengthening the Nordic brand internationally together with a wide range of partners during Scandinavian Light and Design in Vienna.
- 300 Austrian architects, buyers and media folks experienced Nordic Food, visuals and design during the Scandinavian Light and design.
- Massive media coverage of both Streat Helsinki and NORTH. All projects were covered in different types of media.

COMMUNICATION / DISSEMINATION OF RESULTS

During 2014 we again cooperated to a large extent with partners in our communication efforts. During some of these events there were huge media coverage both in Nordic and foreign media, analogue and digital as well as TV and radio. We also utilized NNF channels, such as our website, Facebook, Twitter,



NORTH STREET FOOD

newsletters, press, Youtube , Instagram and blogs.

PARTNERS

Partners: Helsinki Foodism, Torikorttelit, Messukeskus, Visit Helsinki, Gastronomy Sverige, Bocuse d'Or Europe, Nordic Food Waste Program, La Cocina San Francisco, NORTH and Honest Cooking, all Nordic Tourist Organisations participating in NORTH, Swedish and Norwegian Embassies in Vienna, Business Sweden in Vienna, VisitSweden, Nordic Street Food and more.

Chefs & Creative minds: Chef Richard McCormick (SE/FI), Chef Pelle Nilsson (SE/US) Frida Ronge (SE), Leif Sörensen (FO), Pernilla Elmqvist (SE), Vanja Franzén (SE), Christoph Finch (SE/AT) and lots more.

DISCUSSION

It has been another year of extensive collaborations and it is obvious that the Nordic networks instigated during this project will keep on working together sharing knowledge and inspiration. The relevance of the street food movement with New Nordic Food as a neutral platform for collaboration is a great showcase for future initiatives and areas strengthening the Nordic region as an attractive and sustainable gastronomic region. During 2014, efforts within the project, have been done in order to widen the network and bringing different best practises into new areas and contact. That facilitates the movement to grow in an organic manner and by that be able to create value in new context. Nordic Food is still the food of the moment across the world with Noma moving to Japan and Claus Meyer opening a huge Nordic Food Hall in NY.

