



newnordicfood

NEW NORDIC CUISINE





NEW NORDIC CUISINE

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INTRODUCTION





INTRODUCTION

Identity is crucial in this era of globalisation. An awareness of who we are and where we come from is essential to our self-image and our sense of belonging. An appreciation of local culinary tradition is just one aspect of this, and is now more important than ever.

Every world cuisine has evolved from the need to preserve food for future use and to utilise variety in order to promote creative flavouring, good health and wellbeing. The Nordic countries have a rich variety of local micro-climates, and are characterised by remote settlements, sparsely populated areas, long coastlines and high mountains. This has necessitated many creative adaptations of raw materials, dishes and traditions. The cold climate brings us together to socialise and encourages the desire to eat well. Nowadays, we also want to integrate food into a healthy lifestyle, and emphasise the natural flavours of our world-class modern cuisine.

The potential inherent in Nordic cuisine used to be a closely guarded secret, kept by a select few. Now, chefs from every corner of the region take great pleasure in reflecting the character of our part of the world in their food, and the same idea has begun to influence everyday cooking. New Nordic Cuisine has become a movement, driven by the desire for a common culinary identity and inspired by the excellence of our raw materials.

As this movement's profile grew, the Nordic ministers of food, agriculture and fisheries wanted to play their part, by helping to stimulate creativity and co-ordinate disparate activities towards a common goal. The Nordic Council of Ministers and the Nordic Innovation Center launched the New Nordic Food program in 2006. This brochure, commissioned by the program's 14 food ambassadors for an international audience at Bocuse d'Or Europe 2008, presents a brief introduction to New Nordic Cuisine. We hope you enjoy it!

Einar Risvik

Chairman of the New Nordic Food program

The history of our products, combined with the expertise and innovation of our chefs, makes Nordic cuisine special, makes it something to be proud of. New Nordic Food promotes the unique qualities of Nordic cuisine. We support this work and the forging of close contacts and solid networks for the future.

Best regards

Nordic Chefs Association

Einar Øverås

President

WHAT IS NORDIC CUISINE MANIFESTO

In November 2004, Nordic chefs, food writers and other food professionals gathered to discuss the potential for developing a new Nordic food culture. The meeting resulted in a 10-point manifesto outlining how best to develop this New Nordic Cuisine.

WHAT IS NEW NORDIC CUISINE?

It is not easy to create a culinary tradition capable of matching the great, established cuisines of the world. And New Nordic Cuisine can't be defined by what it should not include. Exotic spices were introduced to the region more than a thousand years ago. The potato only arrived a couple of centuries ago, but is now an integrated and characteristic element of our cuisine. Instead of defining Nordic cuisine by what it is not, we should look at the activities of the people who enjoy and develop New Nordic Cuisine.

In November 2004, the chefs Rene Redzepi and Claus Meyer, the duo behind the newly opened Danish restaurant Noma in Copenhagen, invited the movers and shakers of the region's food world to a symposium on New Nordic Cuisine. This event witnessed the launch of the "The New Nordic Cuisine

Manifesto", which was drawn up by some of the region's top chefs and food professionals. Its 10 points expressed the values on which a New Nordic Cuisine must be based if it is to make its mark in the world by virtue of its flavours and identity. The event in Copenhagen marked an important step in what is now known as the

"New Nordic Cuisine Movement". The manifesto promotes a cuisine based on purity, simplicity and freshness, one that reflects the changing seasons. Menus were to be inspired by traditional dishes and the use of ingredients that benefit from the Nordic Region's climate, waters and soil.

A year after the signing of the manifesto, the politicians responded with the Århus Declaration, in which the Nordic ministers of fisheries, agriculture, forestry and food announced their support for the New Nordic Food program. They declared that the region should promote the use and diversity of Nordic ingredients, develop a

new Nordic cuisine and create a common Nordic food culture that reflects the qualities of our region – purity, simplicity, security and ethics. The manifesto and the Århus Declaration embody the aim that new Nordic cuisine should be based on sustainable and ethical food production. It should have a strong regional perspective, a close relationship with people and nature, and express the diversity of the region.

The later Nordic Food Proclamation supports and supplements the manifesto and the Århus Declaration. It sets out practical guidelines for those involved in implementing the principles of the manifesto and the declaration, whether in agriculture, fisheries, restaurants, mass catering or even in their own daily lives.

POPULAR MOVEMENT

The basic principles of the manifesto could actually be applied anywhere on the planet. Every region and nation has its own unique conditions and traditions that could be developed and refined if only people were aware of their potential. New Nordic Food's

strength comes from the chopping board and the stove – it is a popular movement, open to all and without formal structures, a movement from the grassroots. It has been inspired by a deep and genuine enthusiasm for developing a new, healthy and tasty Nordic food culture. However, the movement is also sharply critical of the way food has previously been produced in the region, i.e. with insufficient emphasis on flavour. Through the New Nordic Food program, food ministers have openly and clearly declared their support for the concept, and promote the values outlined in the New Nordic Cuisine Manifesto.

SIMPLICITY

Simplicity is a key characteristic of Nordic cuisine. French, Italian, Indian and Chinese cooking have all evolved over many centuries, use highly complex methods, and combine a huge range of ingredients in their dishes. Simplicity is in many ways the opposite, as it utilises fewer components and relies more upon highquality products, grown under Nordic conditions. Nordic ingredients are produced in an amazing number of diverse micro-climates

1. *To express the purity, freshness, simplicity and ethics that we would like to associate with our region.*

The Nordic Cuisine Manifesto



that influence their flavour. The local interplay of soil and climate, coupled with genetic diversity, provides the basis for a huge variety. Ingredients should be distinct and recognisable, and their preparation and presentation should bring out their local characteristics.

PURITY

The Nordic landscape is sparsely populated, with vast areas of untouched land, clean air and pure water – all of which has an effect on ingredients and on food. Wild berries, fruit and mushrooms, game and fish have always been important aspects of Nordic life. Achieving harmony with the environment is important – it reflects the image we have of Nordic society.

FRESHNESS

The concept of freshness is important and entails sticking to seasonal produce. As a result of our long, dark winters, traditional Nordic cuisine has developed several remarkable methods of conserving food. Conversely, the rather short and hectic growing season has encouraged a celebration of fresh fish straight from the water; of wild berries and mushrooms straight from the woods; of fruity, sweet asparagus straight from the field; and of fresh chicken and lamb in season. Seasonality and the opportunity for everybody to gather food in the wild make freshness an important element of Nordic food.



THE NEW NORDIC FOOD PROGRAM

What are the Arctic Taste Workshop, MmmmmSeafood and Nordic Foodlab? Or Nordic Menu Language, Nordic Malt House and Nordic Delights? They are all projects initiated by the Nordic Council of Ministers' New Nordic Food program.

At the Nordic Council of Ministers, Lise Lykke Stefensen picked up on the ideas contained in the New Nordic Cuisine Manifesto, and the Århus Declaration was drawn up in 2005. Approximately a year later, the New Nordic Food program was launched, with a three-year budget of € 3 million (half of it controlled by the program's steering group and half by the Nordic Innovation Centre).

The New Nordic Food program has helped to fund a wide variety of projects. All are listed below, followed by brief presentations of four of them.



2. *To reflect the different seasons in the meals.*

The Nordic Cuisine Manifesto

NEW NORDIC FOOD PROJECTS

See www.nynordiskmad.org

Arctic Taste Workshop and Market
Bilberry – Towards functional food markets
Explore – Experiencing local food resources in the Nordic countries
ID-NORFOOD – Platform for Nordic identity of regional foods
Logistics and the retail network
Meat, milk and cheese from old Nordic breeds
MmmmmSeafood
New Nordic Food and Culture Night 2007
New Nordic food for youth
NNM – Forum for Nordic domesticated corn types
Nordic Championship for Hobby Cooks
Nordic Chefs Congress
Nordic collaboration for production of handmade cheese
Nordic Delights – food specialities as attractive holiday souvenirs
Nordic Dishes Report
Nordic Food and Food Culture
Nordic Food in Nordic Media
Nordic FoodLab
Nordic Gastronomic Innovation Camp, NGI camp
Nordic Gastronomic Innovation Camp, part 2
Nordic Malt House
Nordic Menu Language
Preparatory seminar for Nordic School Food Network
Slaughtering on the farm in Nordic countries
The food way to the Nordic countries



MMMMMSEAFOOD

The local market for seafood has been somewhat neglected by the key players in the industry, as the volume and economic value of exports is far greater than the domestic market. The objective of the MmmmSeafood project is to strengthen the domestic Nordic seafood sector by developing new product concepts for young adults and families. These concepts must be easy to use at home and elsewhere, and must promote healthy, top-quality seafood.



EXPLORE – EXPERIENCING LOCAL FOOD RESOURCES IN THE NORDIC COUNTRIES

High-quality restaurants with menus featuring regional specialities encourage local and rural development. This project collates information about how these types of restaurant contribute to local development. It also looks at ways of reducing bottlenecks and increasing the value generated by regional food products and by tourism in rural areas.



NORDIC FOODLAB

Nordic Foodlab seeks to make sure that the flavour of Nordic ingredients bears comparison with those of the world's great cuisines. Nordic Foodlab works closely with researchers studying Nordic ingredients. The new knowledge generated about products and processes will be shared with chefs, product developers, teachers and other professionals in the Nordic Region and the rest of the world.



NORDIC DELIGHTS – FOOD SPECIALITIES AS ATTRACTIVE HOLIDAY SOUVENIRS

This project will seek to exploit and combine the natural benefits of a unique primary production with food culture and gastronomy, in order to create interesting products for the tourism industry and new job opportunities for producers. Origins, packaging and design concepts will motivate customers to buy, and at the same time will generate a sense of pride, as well as profits, for the producers.

NORDIC INGREDIENTS ARE UNIQUE!

It has taken us a while to wake up to the fact that our cuisine is now being acknowledged internationally. But what is actually so special about Nordic Food?







3. *To base cooking on raw materials which characteristics are especially excellent in our climate, landscape and waters.*

The Nordic Cuisine Manifesto

The Nordic climate includes long summer days, with temperatures that occasionally reach tropical levels, but usually remain comparatively low. During winter, frost penetrates deep into the ground, suspending all life – including bacteria and fungi. Only the hardiest of plants and wild animals survive these conditions.

Our geography has dictated small production units, spaced well apart. Food hasn't always been easy to obtain and being frugal has been a virtue. Perhaps it is because we are enjoying times of plenty that we now dare to show pride in our background and our food culture.

Growing a carrot in one of the coldest agricultural climates on the planet is quite an achievement,

and the end result is something special. Due to nutrition levels in the soil, lots of light and little warmth, the roots grow deep and the carrots become crispy, sweet and fruity. Maybe the best in the world?

Cold-water fish have taken the gourmet restaurants of France by storm. In just a few short years, Le Skrei – the spawning cod of early winter – have taken on a special status. These fish migrate from the Barents Sea to the Norwegian coast, and are flown to Paris within 24 hours of being caught. This is a special product and the large, easily flaked fillet is an indicator of freshness.

Cod served along with its roe and liver has long been a winter favourite in the north. We now have

the opportunity to show what fresh fish is really like, and both demand and status are high.

Cloudberries, which grow sparsely in our mountainous regions, are painstakingly picked one by one. Their flavour is unique and they can be stored without additives. The people of the Nordic countries love to eat them out of season – a reminder of long walks, open landscapes, solitude and the sheer enjoyment of nature. We relive our memories of picking the berries as we enjoy them at Christmas or during family celebrations.

The unique micro-climate of the Nordic countries produces apples that are quite special. Fresh, fruity and sweet, they have the most aromatic and full-bodied juice, rich in flavour.

Preservation techniques, such as drying, fermenting, smoking, salting, pickling and preserving meat, vegetables, fruits and fish, have for centuries enabled people to survive long, dark winters. In the Nordic countries, these methods have developed into exceptional ways of adding both culinary and economic value to our raw materials.



NORDIC TERROIRS

The French word *terroir* is defined as the combined conditions offered by nature – soil and sun, wind and rain – that endow food with its unique identity.



What distinguishes the red wines of Burgundy, the Mosels of Germany, the green lentils that grow in the volcanic soil of Puy, the peppers of Espelette in the Basque country and the sheep's cheese of Sardinia from Nordic agricultural produce? The answer lies in the terroir. It is the influence of terroir on ingredients and the products made from them that makes them unique. But we need to define exactly what is so special about Nordic terroir if we are to fulfil our ambition of creating an attractive Nordic cuisine, rather than just a superficial marketing gimmick.

Our region is located in the far north, but has very special and favourable climatic conditions

for producing raw ingredients. Nowhere else on Earth enjoys a temperate climate this far from the equator. This is due to two things: firstly, the Nordic climate is primarily coastal; secondly, the ocean currents are beneficial for growing conditions. The Gulf Stream ensures that even the northernmost area of Norway, Iceland and Greenland have ice-free waters.

Our geographic position also means we have very special light conditions. After the long, dark winter come the long, long days of the unique Nordic summer. Light intensity and daylight hours are important for plants, as they derive all of their energy, and therefore potential flavour,



from sunlight. Our abundance of light provides plenty of potential flavour but this is not the end of the story – more is needed before the excellent raw materials reaches the kitchen.

A plant's ability to develop its potential flavour during the cultivation process does not just depend upon its location. The way we grow it is just as important. If yield is the sole criterion, then flavour will suffer. Intensively cultivated plants, force-fed with fertiliser, contain more water and create fewer complex compounds. Diluting the flavour in this way leaves little of the careful farmer's fingerprint, and we lose most of the terroir aspects. Nurturing plants using mod-



erate and well-balanced nourishment encourages the development of flavour and provides the best conditions for expressing the terroir.

Climatic stress can also have a positive influence on the culinary quality of plants and fruits. Plants in mountainous regions, far above sea level, are exposed to great quantities of ultraviolet radiation. This can damage living organisms, but these plants protect themselves with thicker skin and stronger pigmentation in both leaves and fruit – and nature's own colourings are often good for both health and flavour. This phenomenon is already well known from wine production. Red wine is rich in polyphenols, which are



4. *To combine the demand for good taste with modern knowledge about health and well-being*

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mostly found in the skin of the grape. They give colour to the fruit and protect our bodies. Plants grown at high altitude are particularly rich in antioxidants, which have a beneficial effect on our cardiovascular system.

The Nordic terroirs has other advantages, too. Our summers are generally cool, but the variation in temperature is quite large, and hot summer days are often followed by cold nights. These temperature changes, and the long period from blossom to harvest and from seed to shoot, produce very special conditions for plant growth. When the climate changes, plants must adapt in order to survive. A complex climate generates

more complex plants containing more complex aromatic compounds, especially bitter and sour components, which contribute to their flavour.

Fauna and flora that live and grow wild in the Nordic Region have a Nordic taste and their own special character. This is why foods from these wild landscapes enjoy such high status among professional chefs today.





THE NORDIC FOOD AMBASSADORS

Fourteen ambassadors have been appointed as part of the New Nordic Food program launched by the Nordic Council of Ministers. The ambassadors are behind various initiatives to promote Nordic food and gastronomy. Their task as ambassadors is to promote interest in New Nordic Food.



We asked them some questions and here are their answers.



QUESTIONS

1. In your view, what is the main aim of the New Nordic Food program?
2. New Nordic Food has engendered great interest, internationally as well as at home. To what do you ascribe this success?
3. What do you value most in Nordic cuisine?



From left: Kim Palhus, Eivind Hålien, Einar Risvik (Chairman of the New Nordic Food program), Tine Broksø, Wenche Andersen, Anne Sofie Hardenberg, Carl Jan Granqvist, Karen Kjældgård-Larsen, Michael Björklund, Leif Sørensen, Baldvin Jonsson.



DENMARK

Rene Redzepi, Chef, Noma restaurant in Copenhagen

1. It is important that New Nordic Food helps to create an identity for Nordic cuisine on the international restaurant scene. Nordic cuisine is a little diffuse at the moment, but our goal is to turn it into a single concept, like the Mediterranean or Italian cuisines.
2. New things always generate interest. Nordic cuisine and New Nordic Food are a movement. We have begun to realise our own strength.
3. Close contact with nature and an ethical way of thinking. Purity and closeness to nature are key concepts in the restaurant sector.



Karen Kjældgård-Larsen & Tine Broksø, Claydies. Ceramics designers

1. New Nordic Food should be for everyone and should make us more conscious of our Nordic identity. It should help to bring diversity and renewal to traditional Nordic food and a healthier and more sustainable lifestyle.
2. One reason is the quality of the products. Nordic cuisine has been raised to gourmet status. For the world at large it is also something less familiar, something exotic. New Nordic Cuisine is pure, simple, healthy, natural and it tastes so good!
3. The changing of the seasons. The early new potatoes, the strawberry season, apples in the autumn ... The joy of anticipation!

5. To promote the Nordic products and the variety of Nordic producers – and to disseminate the knowledge of the cultures behind them.

The Nordic Cuisine Manifesto



FINLAND

Juha Korkeaoja, MP and farmer

1. I want to convey that Nordic cuisine is something valuable. We have many common values, which we can and should defend.
2. The fact that we have done so well in international cookery competitions has attracted world-wide interest in New Nordic Food and Nordic Cuisine.
3. It is important to safeguard the flavour and consistency of our ingredients. The Nordic menu is simple and clear – the ingredients speak for themselves.

Kim Palhus, lecturer, chef, Laurea University of Applied Sciences

1. New Nordic Food serves as a locomotive, which will put Nordic gastronomy on the world map.
2. Nordic ingredients carry the stamp of nature – of purity and of the seasons. And they have flavour! Nordic food is simple and easy to prepare and tastes fantastic. Nordic cuisine is a genuine alternative all over Europe.
3. Our fresh ingredients from woods, sea and lakes, like mushrooms, vendace, herring, chanterelles and game.



FAROE ISLANDS

Leif Sørensen, *Owner and chef, Gourmet restaurant in Torshavn*

1. That we have started to value the ingredients we have in our region. We now dare to experiment more, and that comes from a new sense of pride.
2. Nordic food is simple, pure and very finely flavoured. We have something new to take out into the world, something of high gastronomic quality.
3. The fine flavour of our produce, such as fish and shellfish and the way our food culture also encompasses health and the environment.



6. *To promote the welfare of the animals and a sound production in the sea and in the cultivated as well as wild landscapes.*

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GREENLAND

Anne Sofie Hardenberg, *working with Arctic Food Specialities and branding Greenland*

1. I hope New Nordic Food will help encourage healthy eating habits and that people will start to value their own local and regional ingredients. Ingredients from Greenland should be included in New Nordic Cuisine.
2. The freshness, the purity, the influence of the long, light summer nights. Nordic cuisine is unique – and that message is getting through.
3. The regional and local products you find all over Greenland – you can't get better produce and herbs!



ICELAND

Baldvin Jonsson, *Managing Director of the Áform branding project*

1. Awakening global interest in the Nordic countries' exceptional location, their pure, healthy and simple food and the art of letting the ingredients speak for themselves.
2. Simplicity, purity, the environment and centuries of Nordic tradition.
3. Our unique Nordic ingredients.



Sigurdur Hall, *Restaurant owner, TV chef, author. Organiser of Food&Fun in Reykjavik*

1. To make the Nordic region and Nordic food better known in the wider world.
2. World travel and tourism is on the increase and the Nordic region is now an in-demand destination. Tourists need to encounter quality and originality in our good food. Nordic cuisine is winning competitions around the world – internationally, people are amazed at how good we are.
3. There is quality in the food, the expertise and the way of thinking. The products are caught from or grown in clean natural surroundings.

NORWAY

Eivind Hålien, *Director of the Professional Forum for Food and Drink*

1. To create a sense of PRIDE!
2. The success of Nordic chefs in important international competitions such as Bocuse d'Or and the New Nordic Food program initiated by the Nordic Council of Ministers have trained the spotlight on our food and our food culture.
3. Regionally produced food, eaten outdoors with friends!



Wenche Andersen, *Cook on TV2's God Morgen Norge*

1. Awareness of Nordic ingredients and traditions. Seasonality, purity, taste, all the possible variations, taking care of and developing Nordic food traditions.
2. The 2004 cuisine manifesto and all the work and interest it has generated.
3. The seasons, the ingredients, the variety, the purity, the history.





SWEDEN

Tina Nordström, *Presents and works on Nordic and international TV series about food*

1. To pull together all the different food traditions into a single Nordic idiom. A bit like the motto "one for all and all for one".
2. Partly because Nordic food has unique flavour combinations. And partly because the countries are at the forefront of competitions and food tourism.
3. New Nordic food is based on traditional food.

Carl Jan Granqvist, *Initiator of the Dep. of Restaurant and Culinary Arts at Grythyttan / Örebro Univ., prof of Food Arts at Univ. of Stavanger*

1. The main aim of New Nordic Food is to provide Nordic food with global exposure as a brand.
2. It is because of the respect people have for the Nordic countries' political seriousness and stability. The Nordic climate endows our food with flavour and helps to define and identify it. Our tradition of preserving food creates distinct flavour profiles.
3. Good ingredients combined with well-developed skills and the talent to create dishes.

ÅLAND

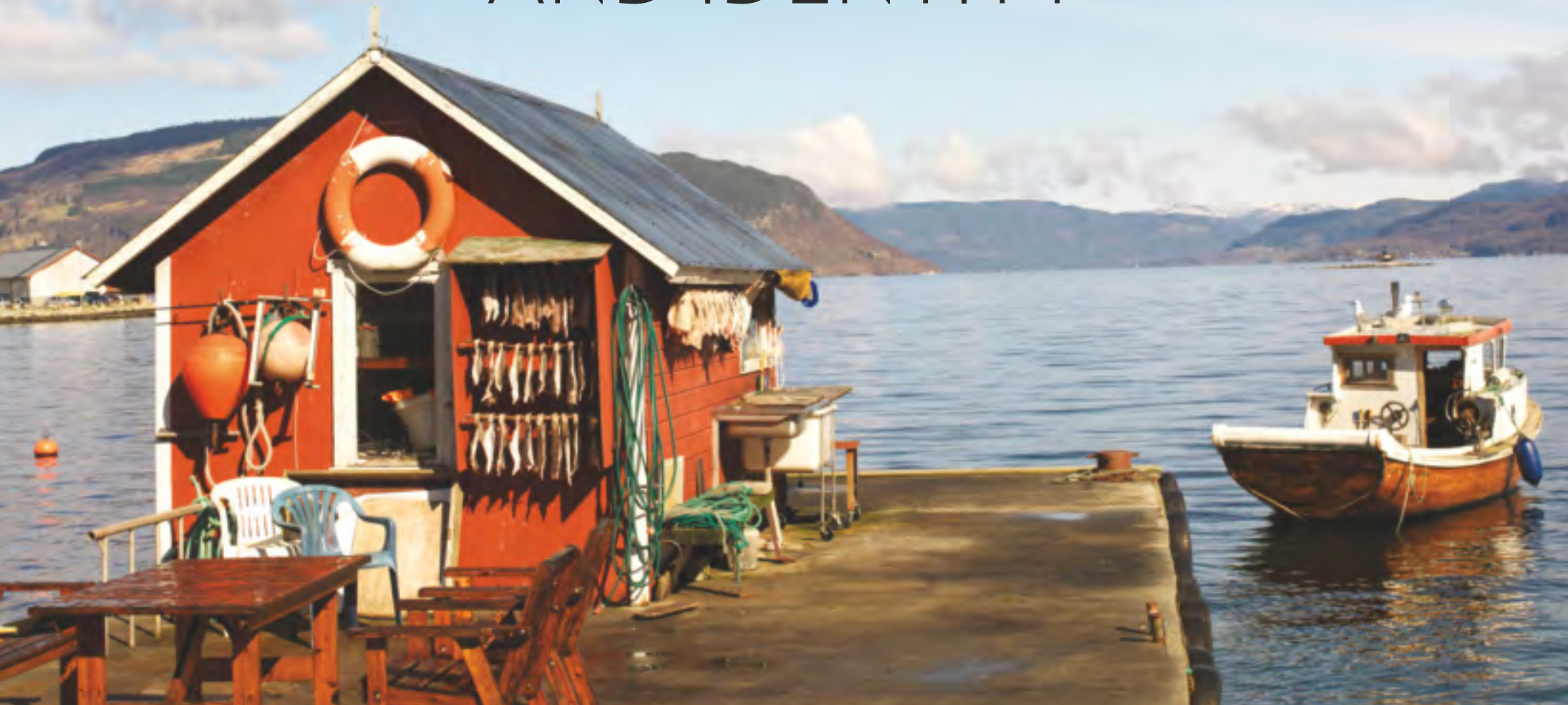
Michael Björklund, *chef and owner of the restaurant ÅSS Paviljongen in Mariehamn*

1. To spread knowledge about all the wonderful food we have in the Nordic region. Partnerships between the Nordic countries is also very good for our food culture.
2. We have skilful people involved who are doing a fine job. Nordic food is popular.
3. Our wonderful and unique ingredients!

7. *To develop new possible applications of traditional Nordic food products.*

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GLOBALISATION, FOOD AND IDENTITY





8. *To combine the best Nordic cooking procedures and culinary traditions with impulses from outside.*

The Nordic Cuisine Manifesto

People who don't live in the Nordic Region perceive our cuisine as exotic – much more so than we might think. We have innovative, world-class chefs and an unexploited diversity of ingredients, dishes and traditions. The treasure chest is full, but we have not previously taken full advantage of its potential.

But things are starting to happen. IKEA, for example, has had great success in selling Swedish foods and is now the world's sixth-largest catering chain. This has largely happened because food from the Nordic Region is perceived as healthy, tasty, pure and simple.

The food we eat is important for our sense of identity and our pride in Nordic culture.

Our cultural identity is the bedrock upon which we can stand in a globalised world. And the globalisation of food itself has great potential.

In northern Italy, many farmers make their living from just one product - Parmesan cheese. This is a small-scale, regional product, and a considerable number of farmers get a better price for their milk than normal in Italy. For Italy,

Parmesan is about creating and maintaining regional jobs. Italians are proud of their cuisine and use it to build an identity.

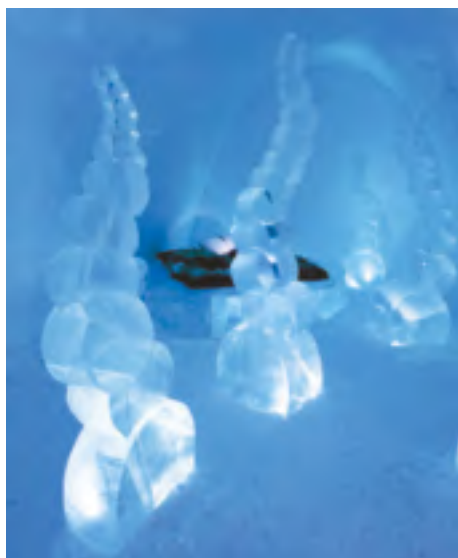
Being for Nordic food doesn't mean being against the food from other countries. It's about valuing your traditions and your situation, wherever in the world you find yourself. In addition, making a conscious, well-informed

choice about the products in your shopping basket can contribute to a cleaner world and limit environmental emissions.

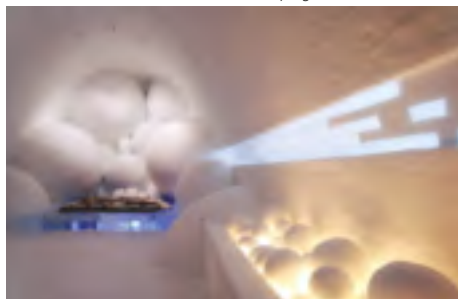
If we are to send our food and our traditions out into the world, we must first ensure an awareness of, and a pride in, our own unique qualities. We can learn a lot from Italy ...

ICEHOTEL'S AWARD





Artist: Marizio Perron Photo: Ben Nilsson/Big Ben Production



Artists: Daniel Rosenbaum & Dyland Pillemer Photo: Håkan Hjort

CONGRATULATIONS ICEHOTEL!

The ICEHOTEL in Jukkasjärvi, Sweden, was the first to receive the New Nordic Foods Diploma – awarded for their efforts in highlighting the opportunities available to Nordic food and food culture.



Photo: Ben Nilsson, Big Ben Production

Founded by Norway's Minister of Agriculture and Food, Terje Riis Johansen, the Diploma of Honour was awarded to the ICEHOTEL for its work on strengthening collaboration between gastronomy, culture, regional development and the production of ingredients.

The ICEHOTEL in northern Sweden presents the regional cuisine, mountain food and Sámi culture of the northern regions of three Nordic countries. The hotel, bar, church and other structures are made of ice, which both creates an exciting setting and enables visitors to absorb the culture of an entire region in a totally unique way.

The ICEHOTEL has created many jobs in one small place. Scandinavians come here – as do Europeans, Japanese, Chinese and Americans – to enjoy the nature, the midnight sun and the food, all encapsulated in a single concept.

There are ice sculptures here too, which attract designers and sculptors from all over the world. The ICEHOTEL has succeeded in drawing together Nordic design and culture, Nordic food and gastronomy.

The jury gave the award to the ICEHOTEL unanimously. Congratulations!



Photo: Ben Nilsson/Big Ben Production

9. *To combine local self-sufficiency
with regional exchange of
high-quality goods.*

The Nordic Cuisine Manifesto



Photo: Håkan Hjort



Photo: Karl Andersen Ramström

HEALTH AND NORDIC FOOD





Our diet provides far more energy than is needed for modern levels of activity. We are getting heavier and heavier, and the social consequences of weight-related problems and disease are huge.





10. *To cooperate with representatives of consumers, other cooking craftsmen, agriculture, fishing industry, food industry, retail and wholesale industry, researchers, teachers, politicians and authorities on this joint project to the benefit and advantage of all in the Nordic countries.*

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What we in the Nordic Region need is a diet with less energy density and more fibre, vitamins, bioactive substances and antioxidants. The food we eat provides too much energy, so we gain weight. To redress the balance, we must increase our physical activity whilst reducing our energy intake.

This means eating fewer easily digested carbohydrates (sugar and starch) and less fat, as well as reducing our salt consumption and combining different types of fats. We need to drink more water, eat more fibre, antioxidants and fat- and sugar-free flavourings.

It is possible to compose a healthy and tasty food culture from local Nordic raw materials, a culture which is capable of competing with the famous Mediterranean diet. Fruits and berries full of flavour, antioxidants and vitamins, crispy, tasty vegetables, fish and seafood from relatively unpolluted waters, wild and pasture-fed animals, rapeseed oil, grains like oats, barley and rye with lots of fibre, etc., etc. All of it delicious when mixed by skilful chefs with deep insight into both Nordic traditions and modern trends.

BOCUSE D'OR





For many years, chefs from the Nordic countries have made a major impression in the Bocuse d'Or, which is regarded as the world championships of cookery.

These Nordic medals have strengthened our faith in our own abilities. They have paved the way for other Nordic chefs and helped raise the status of our chefs. Skilful chefs with newly won self-confidence find it easier to utilise new ingredients and to use them in their own ways.

THE NORDIC MEDAL WINNERS FROM BOCUSE D'OR:

1991

Silver – Lars Erik Underthun, Norway

1993

Gold – Bent Stiansen, Norway

Silver – Jens Peter Kolbeck, Denmark

1995

Silver – Melker Anderson, Sweden

1997

Gold – Mathias Dahlgren, Sweden

Bronze – Odd Ivar Solvold, Norway

1999

Gold – Terje Ness, Norway

2001

Silver – Henrik Norstrom, Sweden

Bronze – Hakon Mar Ovarsson, Iceland

2003

Gold – Charles Tjessem, Norway

2005

Silver – Tom Victor Gausdal, Norway

Bronze – Rasmus Kofoed, Denmark

2007

Silver – Rasmus Kofoed, Denmark





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TEXT AND CONCEPT

Tellus Works AS in cooperation with Einar Risvik, Claus Meyer, Eivind Hålien and Patrik Edman

LAYOUT

Tellus Works AS

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Karl Andersen Ramström for the Icehotel



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