



# **New Nordic Food – Seven aspects of food as an asset in globalizing world**

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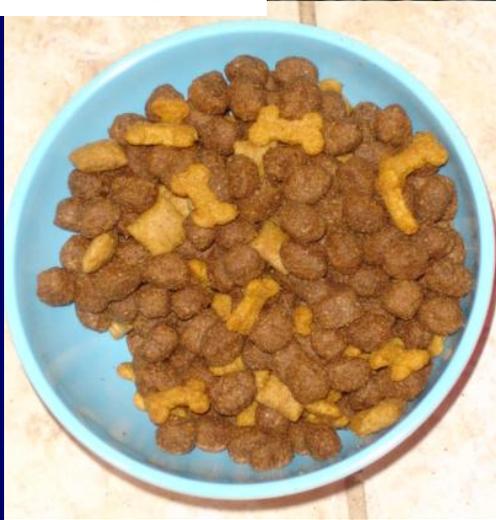
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1.

**Food and meal –  
A shape that carry values**

# Why produce such different food and why serve it in meals?

## For survival



## Our choice



# Flavour – An expression for values and ideals

- We are born with the ability to feel the basic flavours (sweet, sour, bitter, salt, umami) with our taste receptors but we are culturally trained to interpret what they mean to us,
- "Flavour" is therefore different in different social groups, classes and social situations,
- The food culture we show to each other is the one the best signalize the value "good taste"

# Our reasons to chose what to eat



Basic taste  
receptors



Cultural ideas



Social attitudes



Class



Sex/  
gender

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Less important

More important

# Our values has through history developed our food preferences to become our food culture

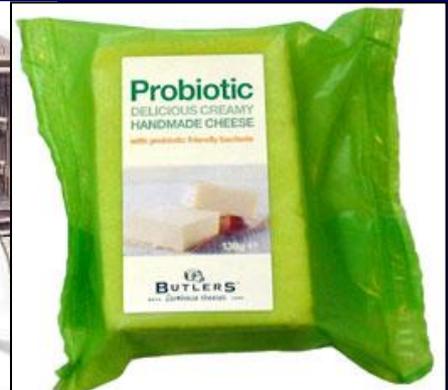


We want to work as little as possible for the maximum results

We chose the food that makes us accepted in our social and cultural group

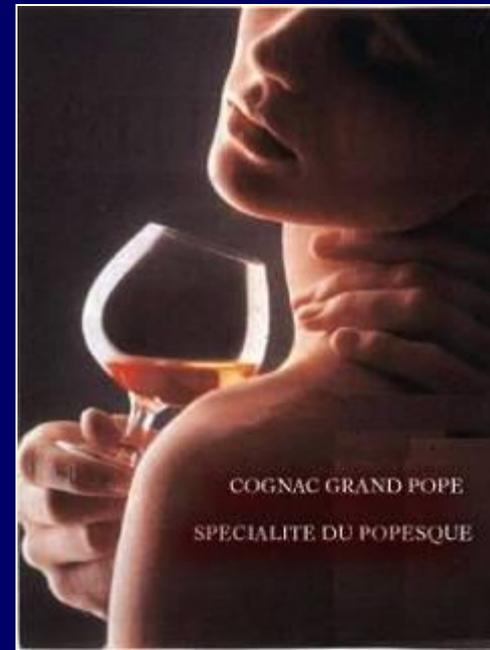
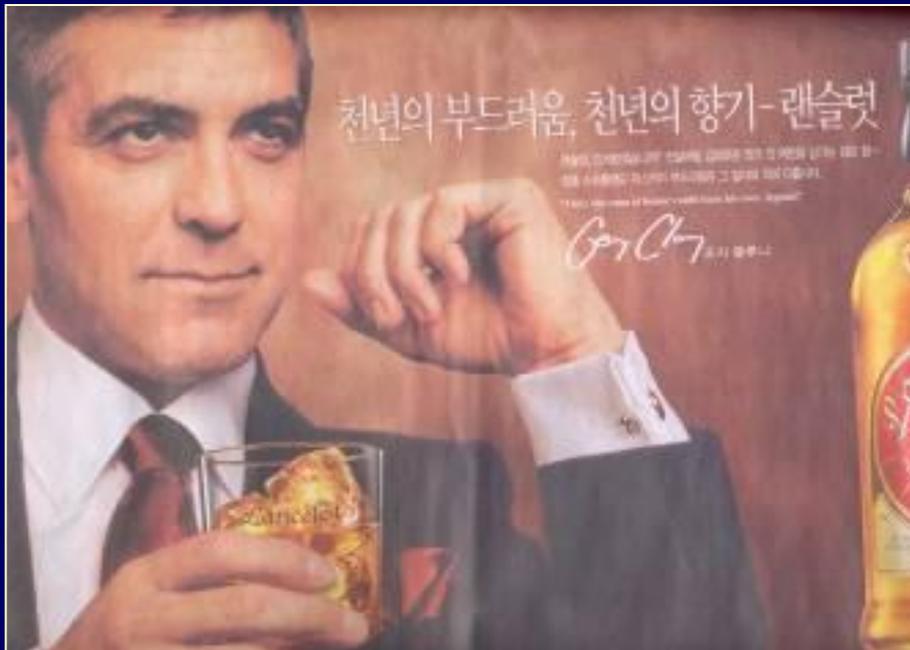


We follow the choices of society's elite



We develop technical solutions to fulfil our values and dreams

**Food and beverage are always selected to give us as much social and cultural success as possible (within the group we want to belong)**



Our relation to food is therefore always the relation to  
“the fashion of food and meal”

1750



2008

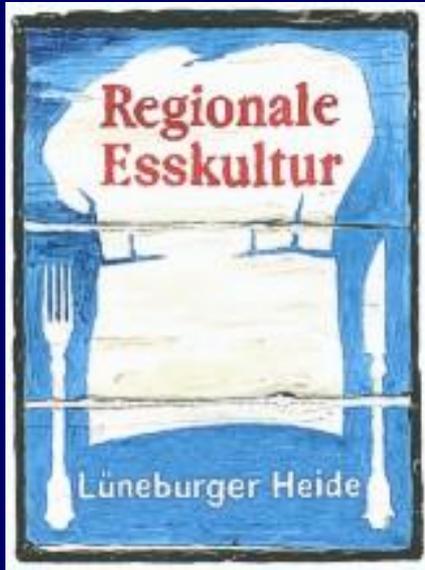


2.

## **A Culinary Identity**

**The Urban citizen's interest  
in eating, drinking and  
buying food**

**Regional food culture is a global political idea which is run in both private and governmental projects**



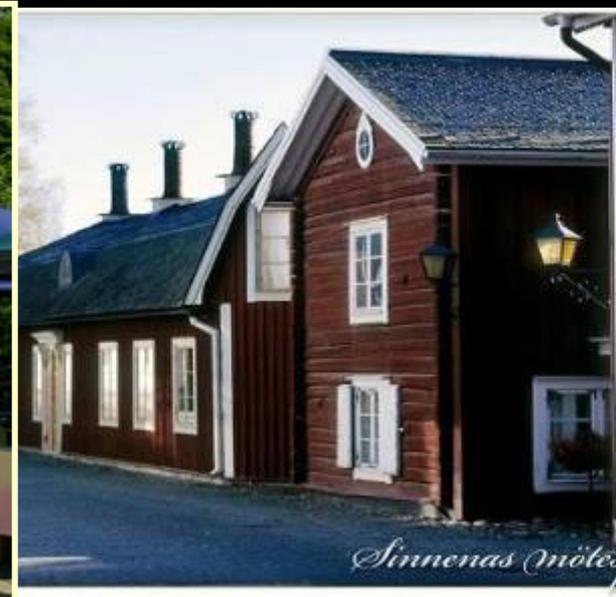
**Urban citizens, preferably the urban middle class, search for values of genuineness and authenticity**



**Regional food**

**Farmers market**

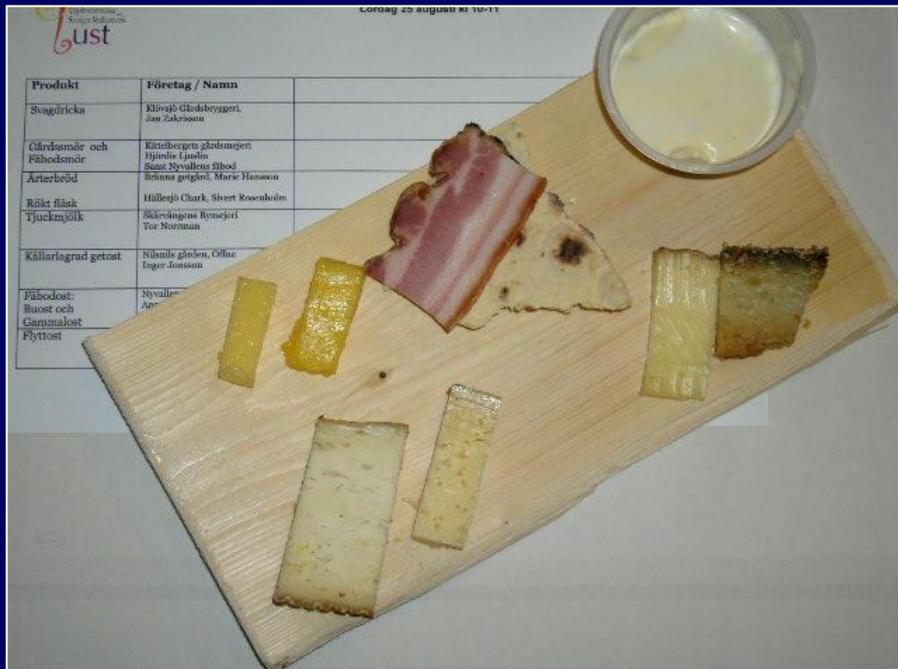
**Countryside restaurants**



Food as urban experience and a culinary excursion – The contemporary need of events and organised activities, Food festival in Stockholm, 2007



# Urban modernity - To taste and and try food in an organised way



Food festivals are popular among urban citizens

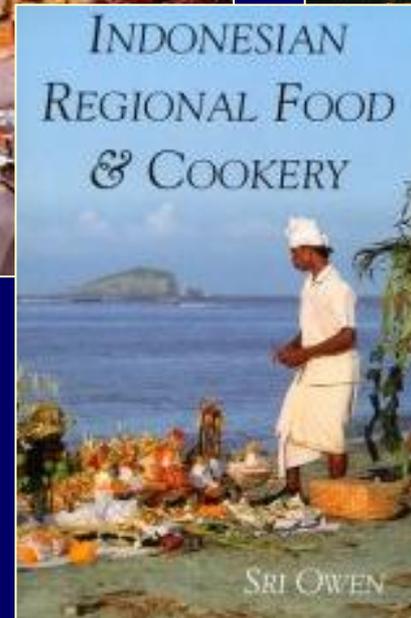
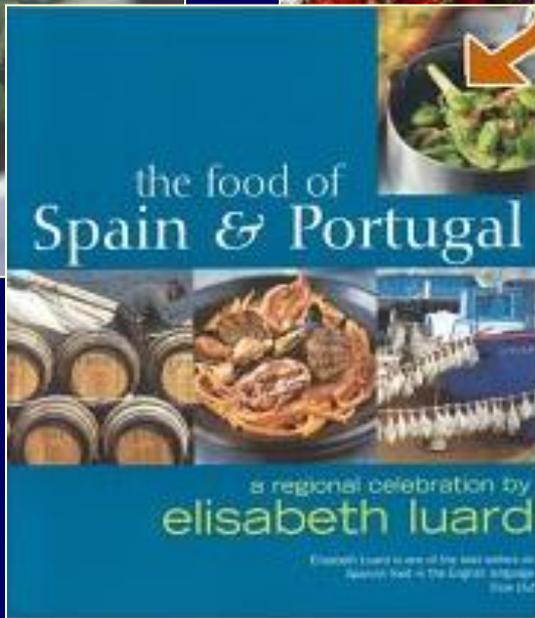
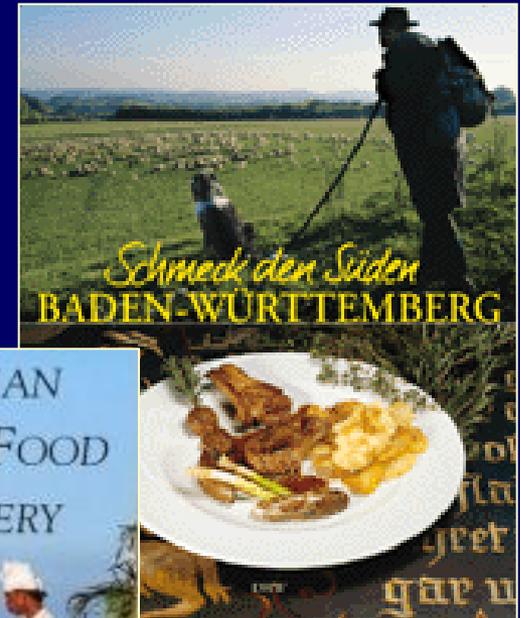
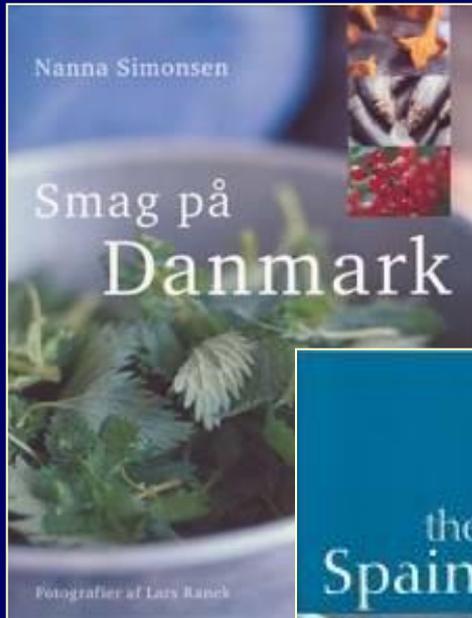
Taste Protocols at Stockholm Food Festival 2007

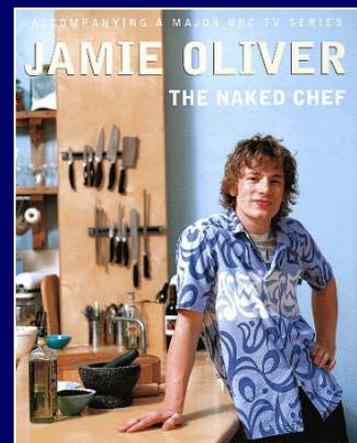


**Chocolate festival at a Stockholm Museum, 2004 – 12.000 visitors during a week end including the minister of trade**

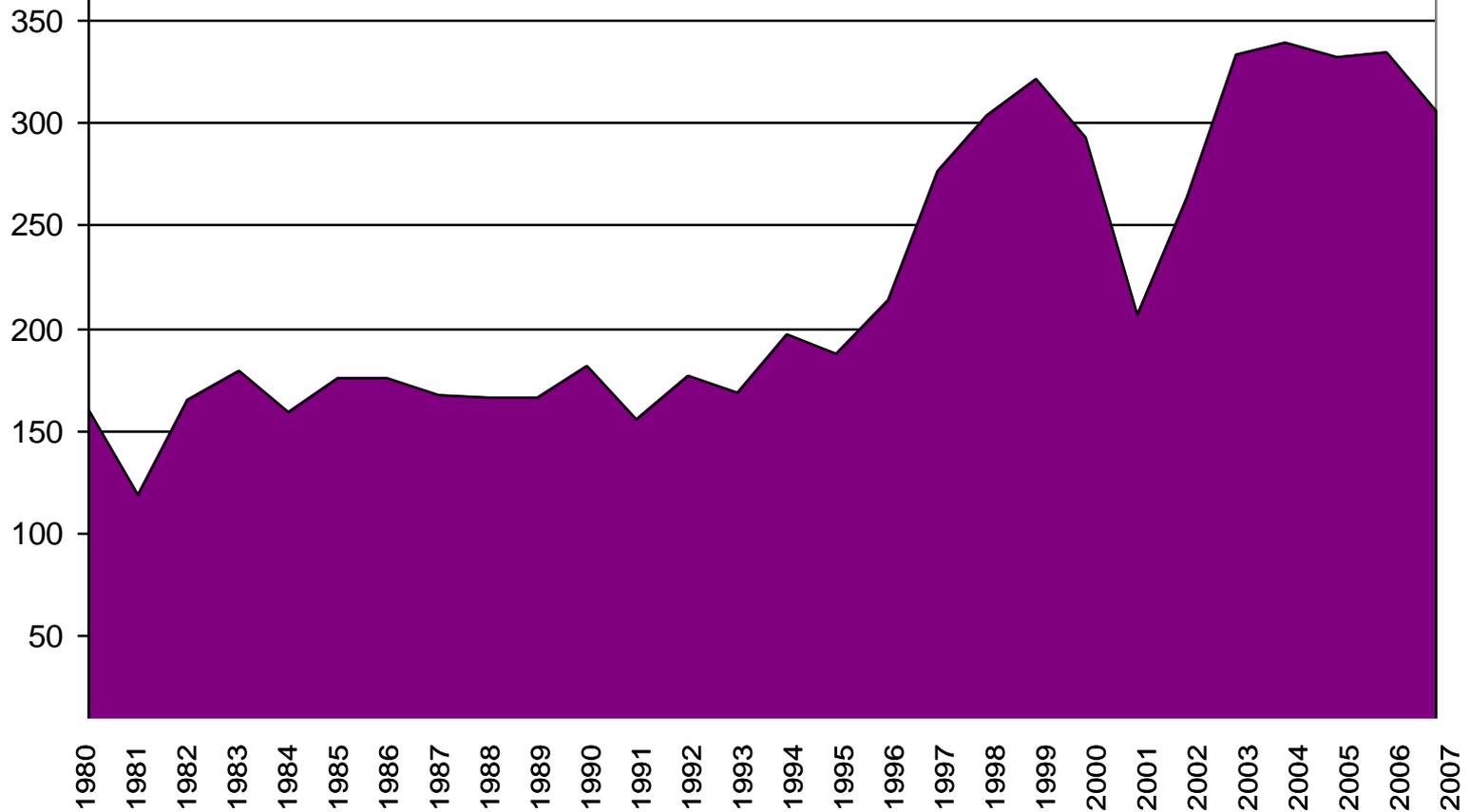


# Urban experience – A large part of the contemporary literature on food answers to an urban dream of authenticity





# Published book titles on cookery and gastronomy in Sweden, 1980-2007



3.

# Culinary Tourism

Contemporary leisure activities  
for the urban citizen



# Triangle for successful culinary tourism experience



Entertainment and leisure activities in culture and nature

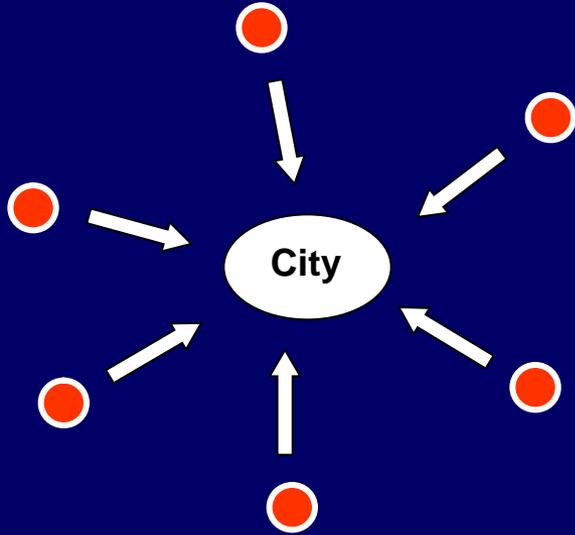


Comfort and good food

Good shopping



Urban gastronomy – Food produced in the periphery and transported to the city

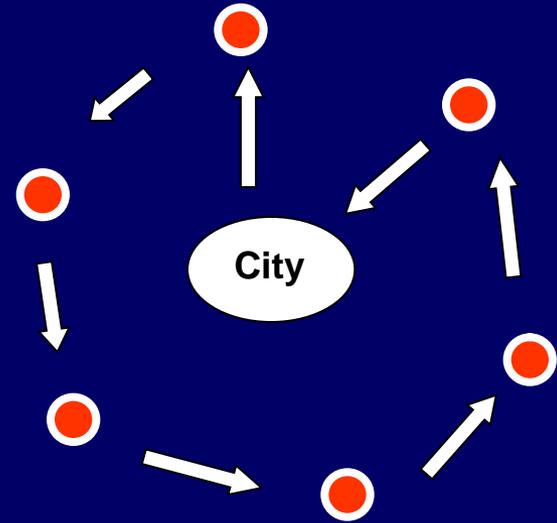


Louis XIV



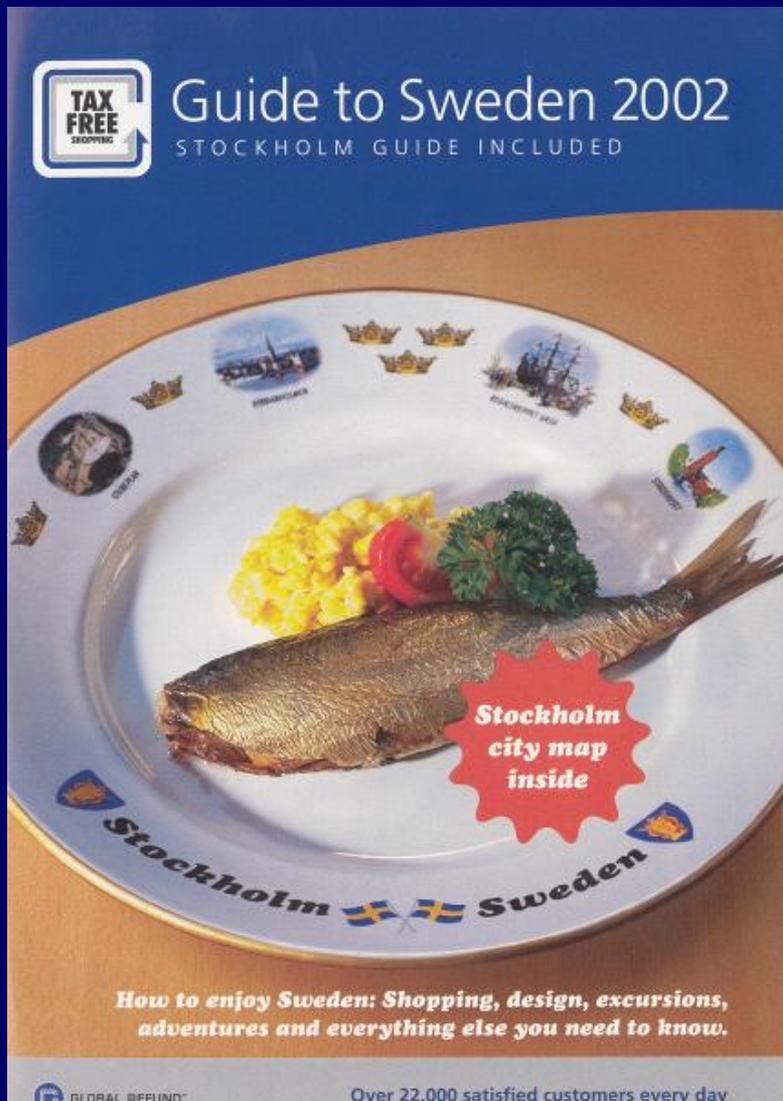
Market hall

Culinary tourism – Urban citizens travels around the countryside to eat and have a pleasant rural food experience

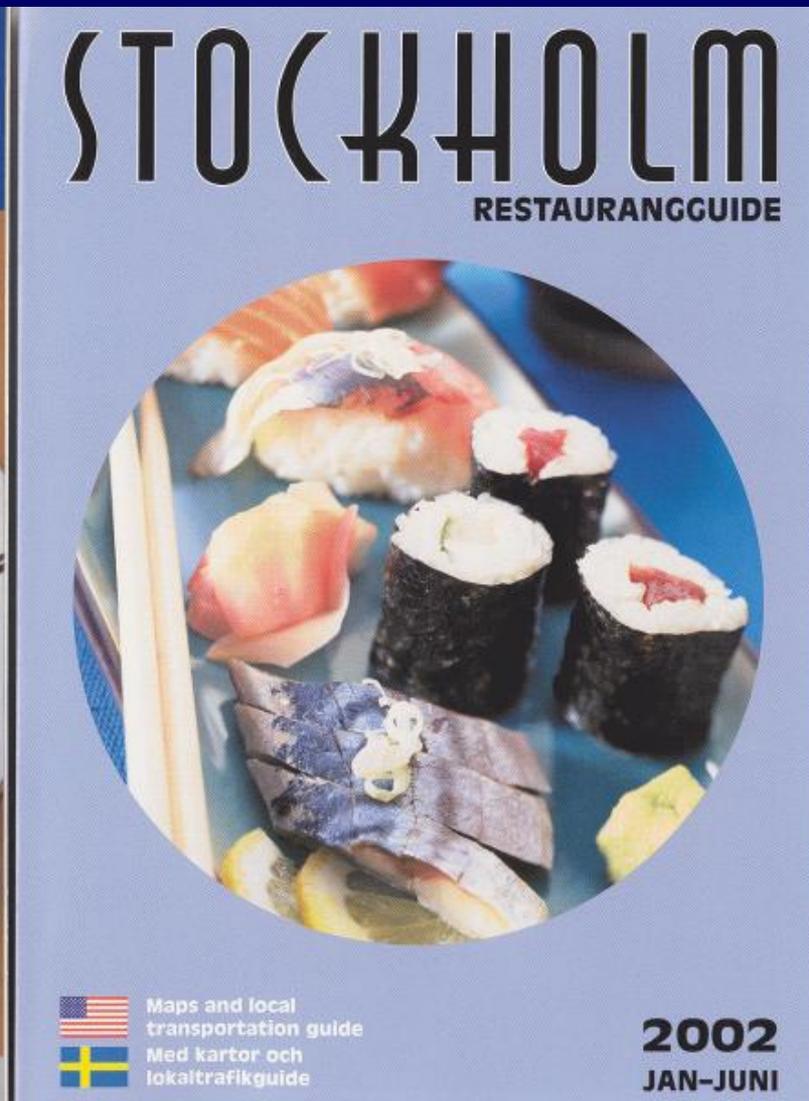


Agrotourismo in Tuscanny

# Different food profiles for different target groups



**Overall Guide to Sweden  
(in English)**



**Restaurant Guide to Stockholm  
(in Swedish and English)**

# Restaurant Kukkolaforsen by the river of Torneå, 20 km north of Haparanda, Sweden



Hoop net fishing

# The ability to commercialise regional food culture is linked to the customer's perception of the areas cultural characteristics

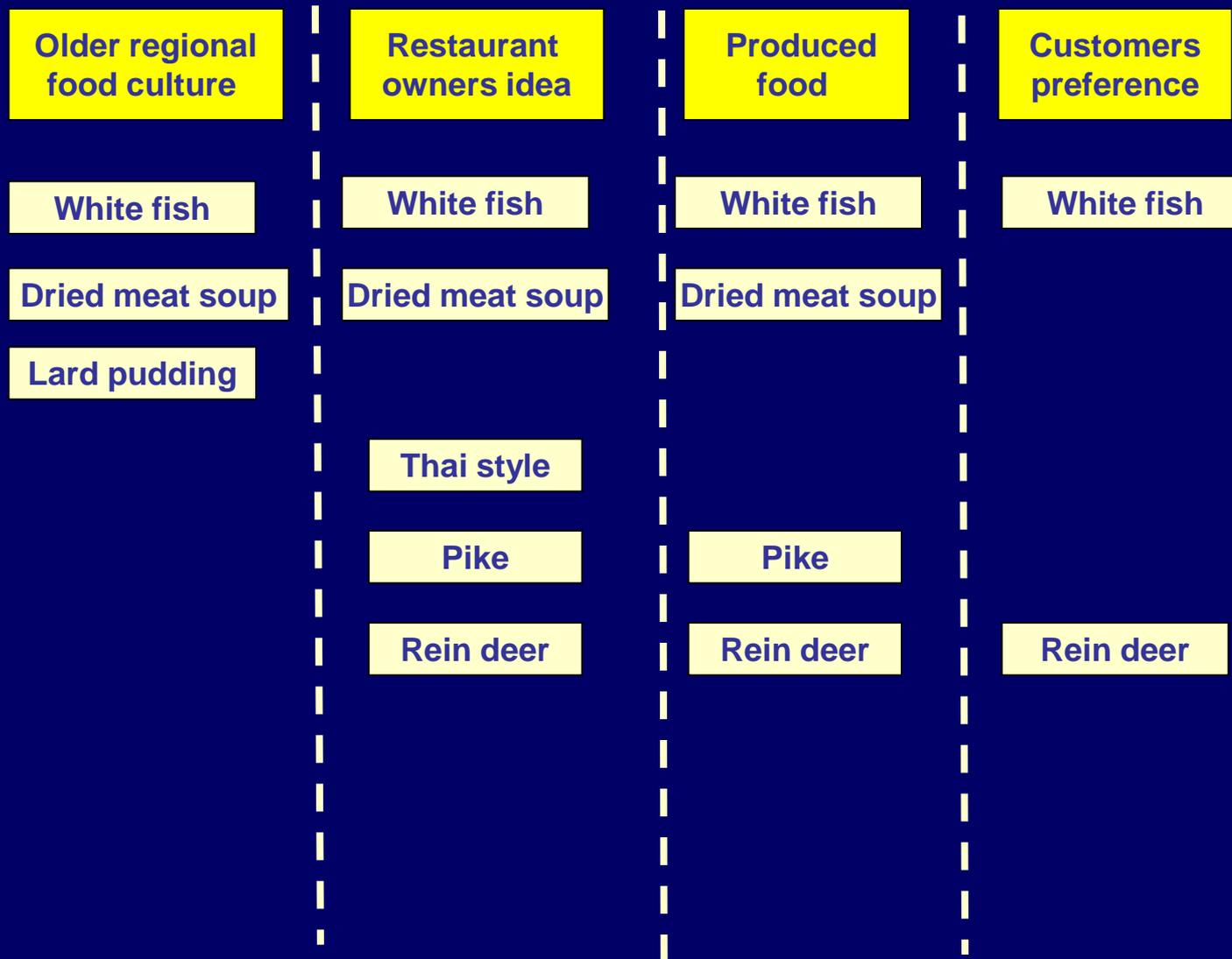
## Food cultural expectations for a Swede visiting Kukkolaforsen



## Food cultural expectations for an American visiting Kukkolaforsen



# Kukkolaforsen restaurant – The consumers food cultural idea decides what traditional and regional food culture dishes that can be sold



# Local and global consumer expectation's produces different food culture

Locals uses a local restaurant as a an everyday or week end luxury – This food can be sold all year around



Global travellers uses a local restaurant as a an cause to travel and experience – This food can only be sold during tourist season



# Food culture is a commercial product

## The guest buys

A social moment and a memory – not food



*“A fantastic evening”*

## The company produces

An event mixed with different components



*“A quality the consumer is ready to pay for, at the lowest cost for the restaurant”*

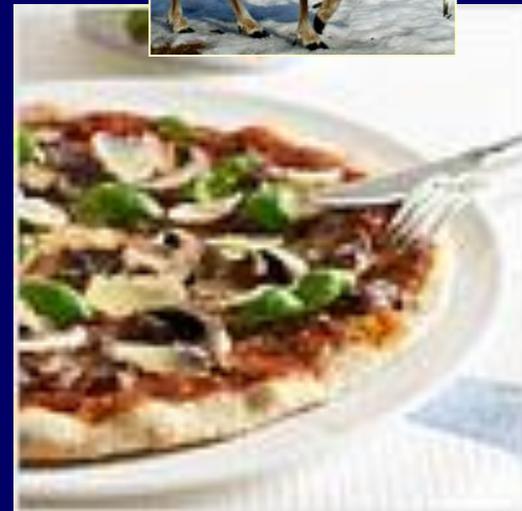
**Adaptation to new food preferences - Traditional food can be accepted by young consumers when presented in a contemporary shape – a new north Swedish food culture is born**



**Elk burgers**



**Rein deer burgers**



**Rein deer pizza**



# **A recipe for a culinary experience**

**”The most important thing in the communication with  
the customer is to attach the plate to the ground.”**

**Elio Spiller, director of an agroturismo in Vicenza,  
Italy, 2005**



## Local and regional food culture is made to an experience through storytelling



Figures made by school children around Sikfors manor restaurant symbolising the 700 inhabitants who lived in the village when the manor house was built (1849) – Every visitor ask the staff about the figures which creates a story and an relation to the site

# The Taste of the Archipelago - EU programme for development of tourism



**EU-project 1996-2006 to increase the lack of employment in the Archipelago between Sweden and Finland. Several Culinary Competitions; best restaurant, best potatoes, best costal cuisine in Europe etc.**



**Urban middle class consumers are often interested in mixing food experiences with art experiences**



**Food**



**World record in garlic plating, 124 meters, 2005**



**Art**

**Öland Harvest Festival - Started in 1996 to create an autumn tourist season. It is visited by 200.000 tourists (mainly middle aged and older persons) during three days, and these customers spend more money than the summer tourists (mainly families)**

## Positive regional food culture – sellable

- Matches the urban citizens expectations and ideal of authenticity
- Communicates one clear origin
- Tasty, light and exotic with an authentic and nostalgic touch
- Impression of artisan production with high skill and integrity

## Negative regional food culture – un-sellable

- Not associated to urban citizens expectations or related to rural consumers
- Communicate different origins
- Related to ethnic or social problems or low ranked minorities
- Every day food with high energy content and food which is complicated to cook

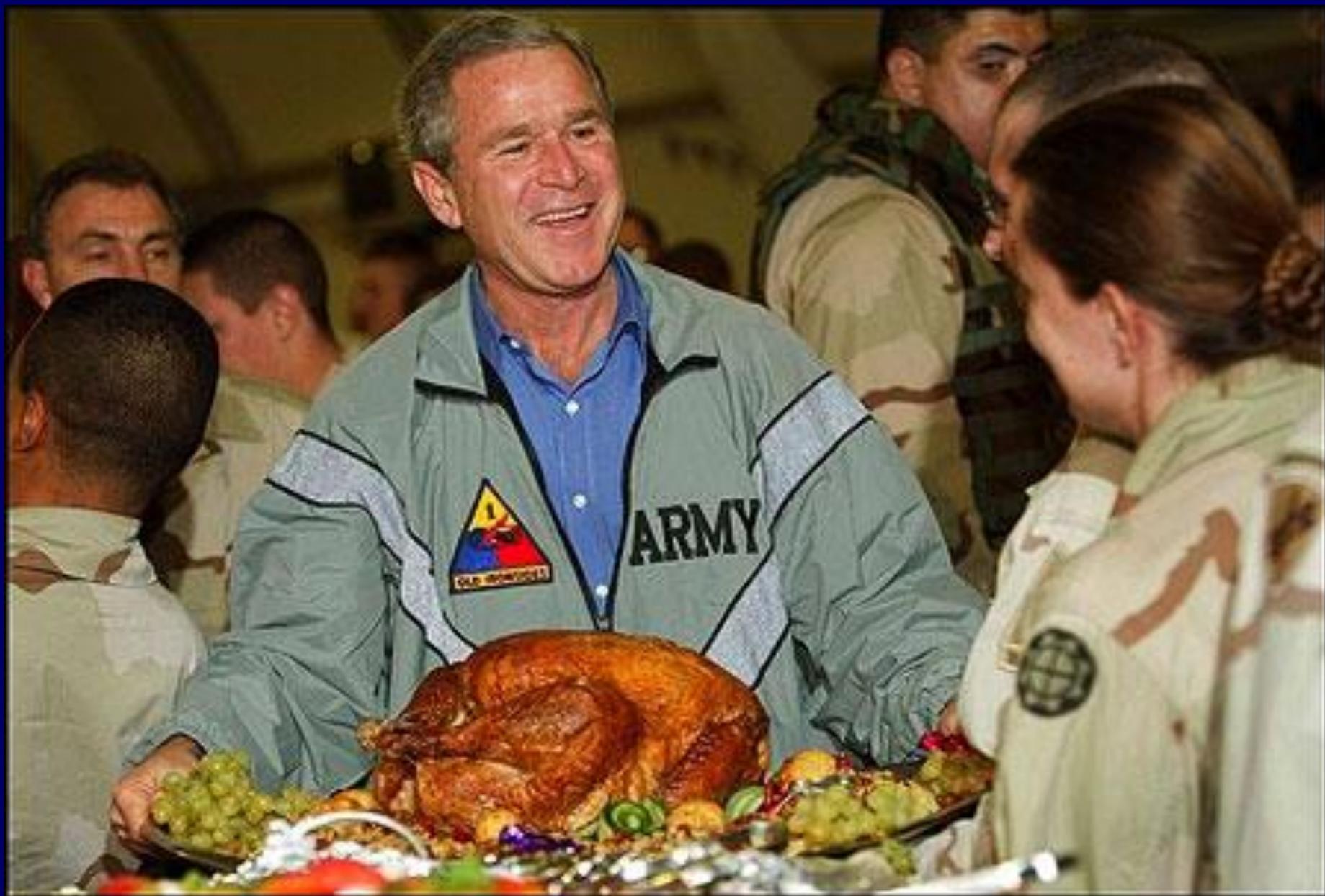
4.

# Building an national profile with food Culture



# National symbols a nation need to have, in its own eyes, to be accepted by among other nations





**President Bush in Baghdad serving Thanksgiving dinner, Nov 2003**



**Russian President drinks tea with an old lady during the President campaign, March 2004**

*Am Sonntag  
mit dem Führer*  
**Eintopf!**

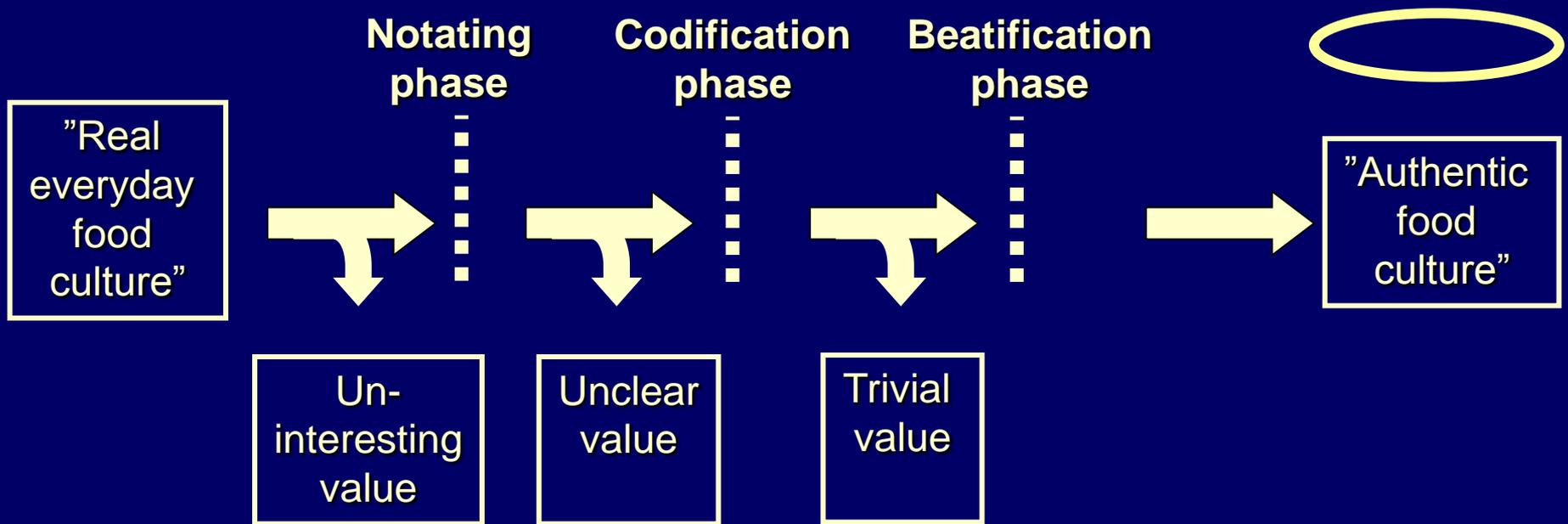


**Eintopf Campaign - Hitler and Goebbels eats vegetable stew, late 1930's**

# **Country of origin (COO) – Made in xxx**

- **COO is the consumers apprehension of the quality of a country when choosing a specific product from that country**
- **It is easier to remember the relation between a country and quality, than between a brand and quality**
- **An geographic region can support a food product, but a food product can also support an region**
- **A positive country image can not necessarily be transferred between different products. There is a difference between:**
  - \* **French food and French computers**
  - \* **German food and German cars,**
  - \* **British food and British music, etc**

# The process that makes everyday food culture to attractive food culture with the right authenticity



# Example - EU chairmanship meetings profiled with both an national and regional food culture



1999



2001



2002



# Time to meet, time to eat on an average two day long EU-ministerial meeting in Sweden, 2001

## Meetings



**10 h**

**60%**

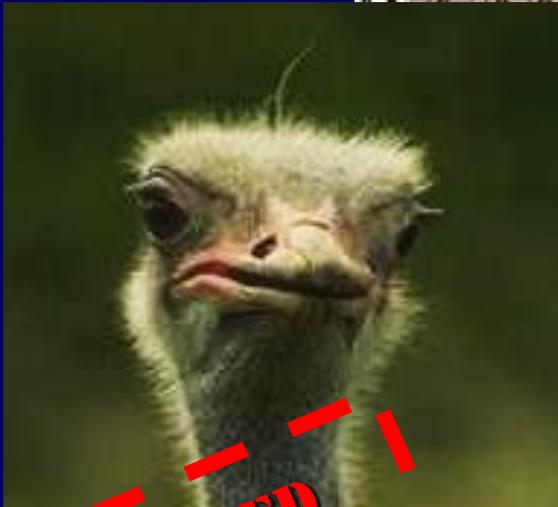
## Breakfasts, coffee breaks, lunches and dinners



**6h. 45 min**

**40%**

The Ministry of Foreign Affairs decided what food were Swedish and if it was appropriate for an official EU ministers lunch or dinner, 2001



**REFUSED**

Ostrich



**REFUSED**

Shiitake



**REFUSED**

Baltic herring

**APPROVED**



# Profiling the regional policy with the help of regional food – Regional dishes during Sweden EU-chairmanship 2001



## The wild region

Elk, rein deer, white fish,  
wild berries, local cheese



## The farmed region

Poultry, beef, cultivated  
berries, local cheese



## The fishing region

Cod, halibut, Baltic herring,  
game, garden berries, local  
cheese



# The Creation of the Nordic cuisine - The Nordic political, commercial and cultural elite has picked up flavours and servings from.....



Germany



Netherlands



France



England



U.S.



År 1000

1200

1600

1700

1800

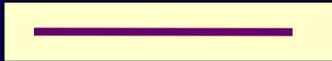
1900

2000

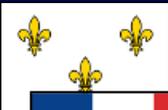
# Dominating economic and political states from where the Nordic countries have picked up food cultural ideals



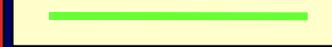
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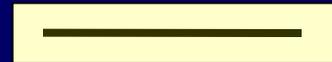
1550-today



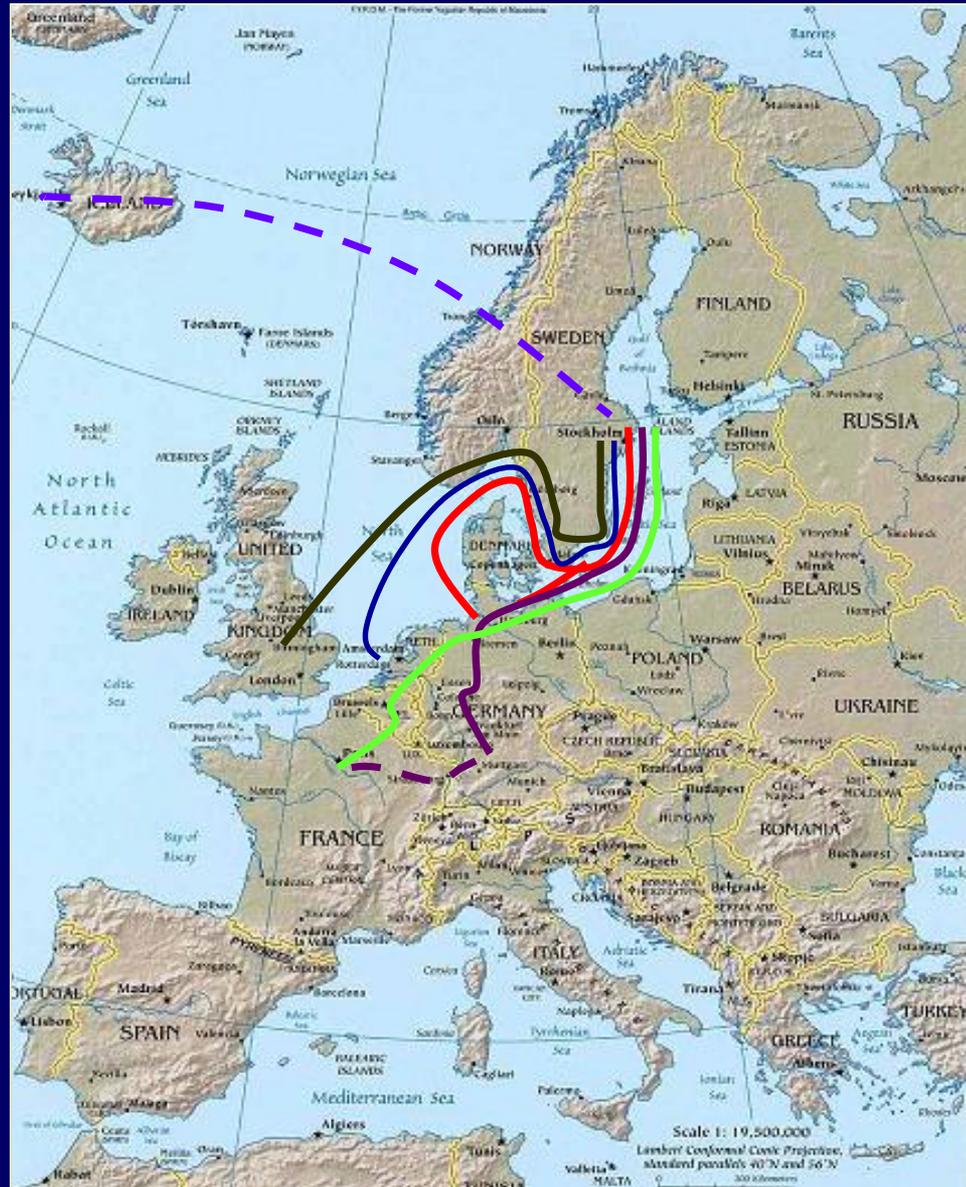
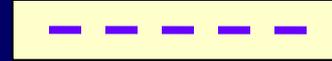
1600-1800



1700-1850



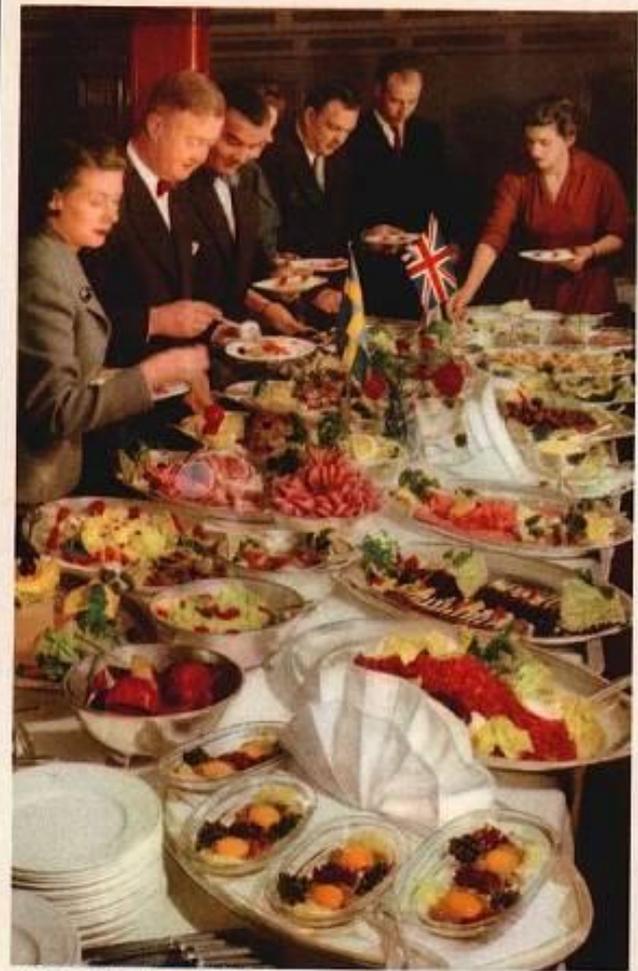
1850-today



5.

**Creating national food brands  
at the World exhibitions -**

**The making of the  
Smörgåsbord as a profile dish**

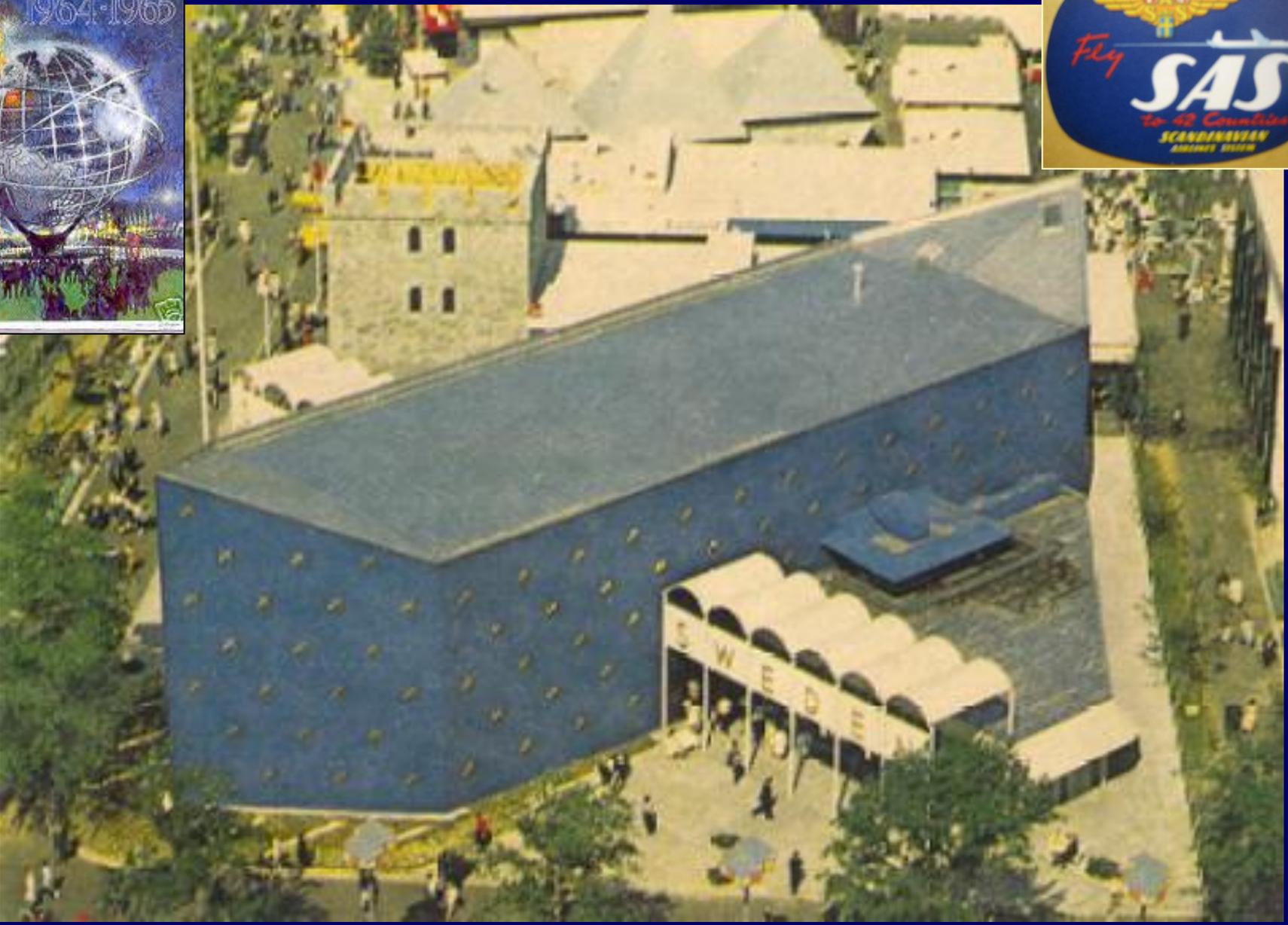
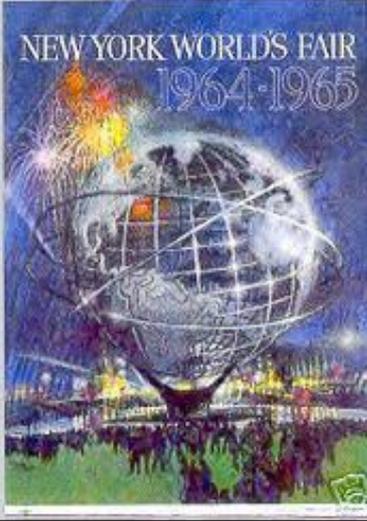


"Smörgåsbord" on board



# The Smörgåsbord Merry go-Round – Sweden's most well known international food trade mark





**Second international presentation of the Smörgåsbord – New York 1964**



**Third international presentation of the Smörgåsbord – Seville 1992**



The Nordic countries common pavilion in Aichi, Japan, 2005





Japanese staff prepares a Nordic taste plate, Japan 2005



**Baltic Herring, shrimps, grav laks and Nordic cheeses - A Nordic taste plate with food products that has attached to Nordic ideals and values through history, Japan 2005**

# Tasting the Nordic Countries in Japan, 2005

Danish paté

Danish ham

Finish/Karelian  
pasty



Norwegian  
lamb

Swedish  
meat balls

## Food served in the Swedish (or Scandinavian pavilion) restaurants, 1867-2005

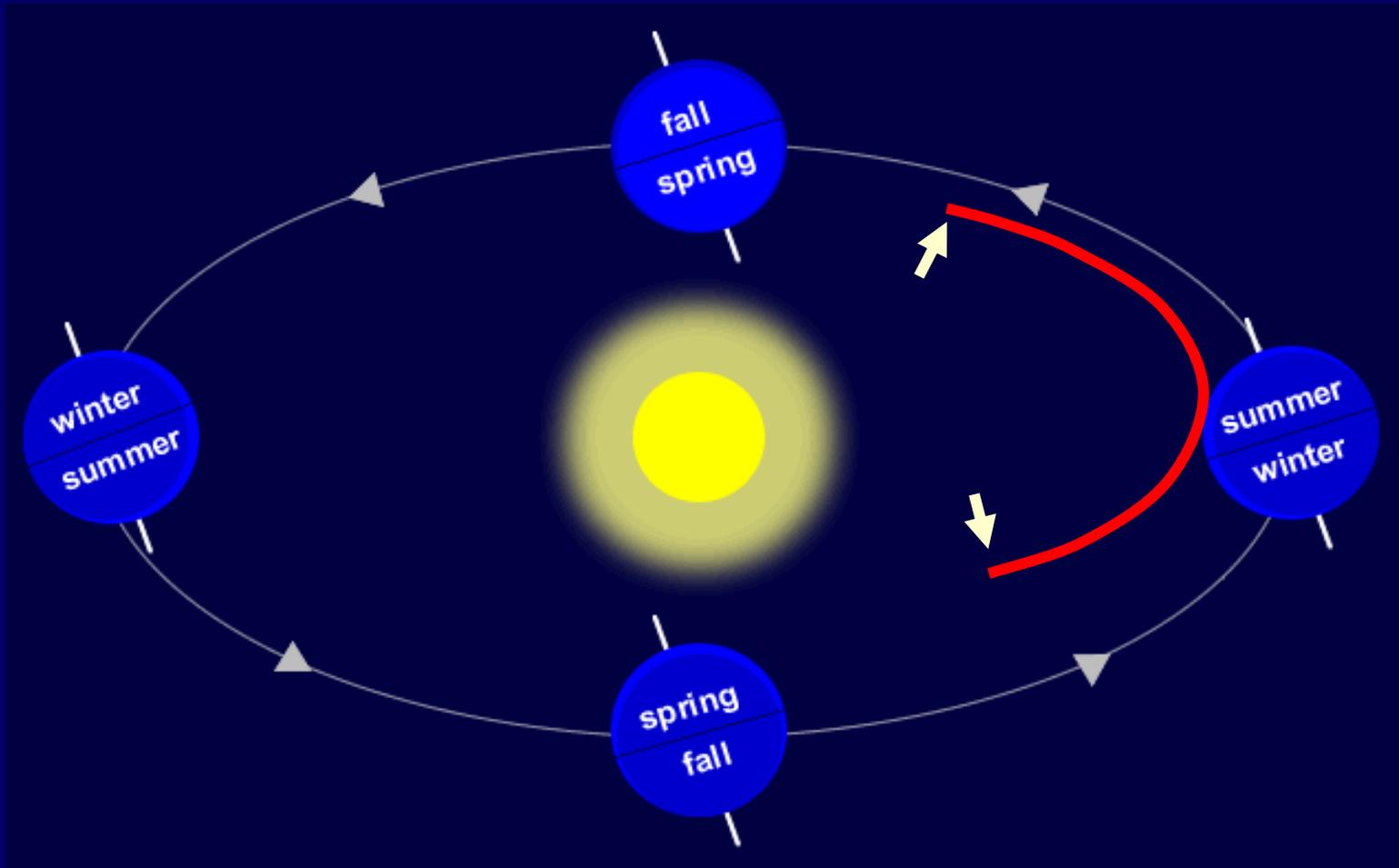
	1867	1893	1900	1935	1937	1939	1964	1967	1970	1985	1992	1993	1998	2000	2005
<b>Unknown food profile</b>	X	X			X										
<b>Swedish/Scand. Food Profile</b>		(X)	X	X								X	X	X	X
<b>Smörgåsbord</b>						X	X	X	X		X		X	X	X
<b>Hamburgers</b>										X					

6.

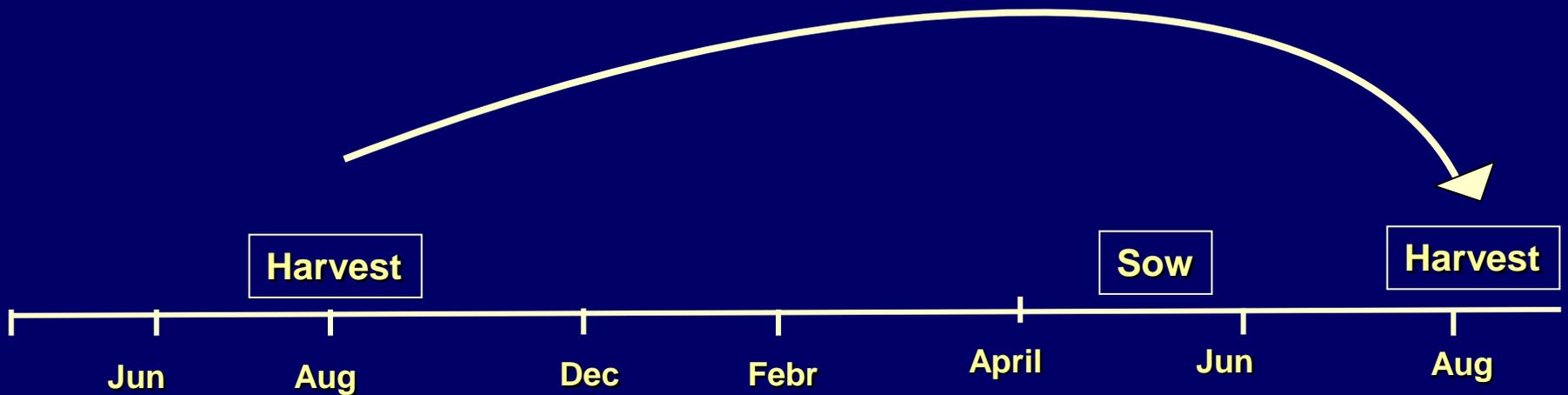
# **New Nordic Food – Food for development and Identity**



**The Nordic food culture is related to only 120 days of agricultural production – Saving and preservation techniques gives the Nordic cuisine it's flavours**



# Architectural skill is necessary to create the Nordic food culture – Some storage buildings found in the Nordic countries





# The tastes from preservation and freshness

Sour/  
fermented

Dried

Salted

Smoked

Sweet

Stored  
food

Fresh  
food

Frozen  
Chilled



Foto: RNN LINDBERG

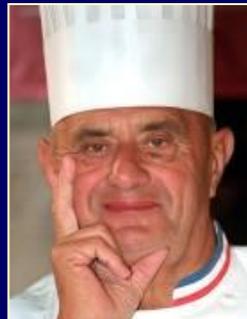
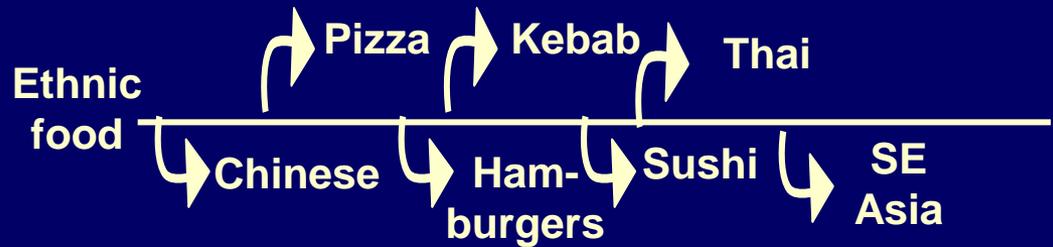


# Nordic bread culture (until approx. 1880's)

A mixture of hard and soft breads



# Nordic countries main restaurant food culture, 20th-21st century



Nouvelle cuisine



Cuisine classique



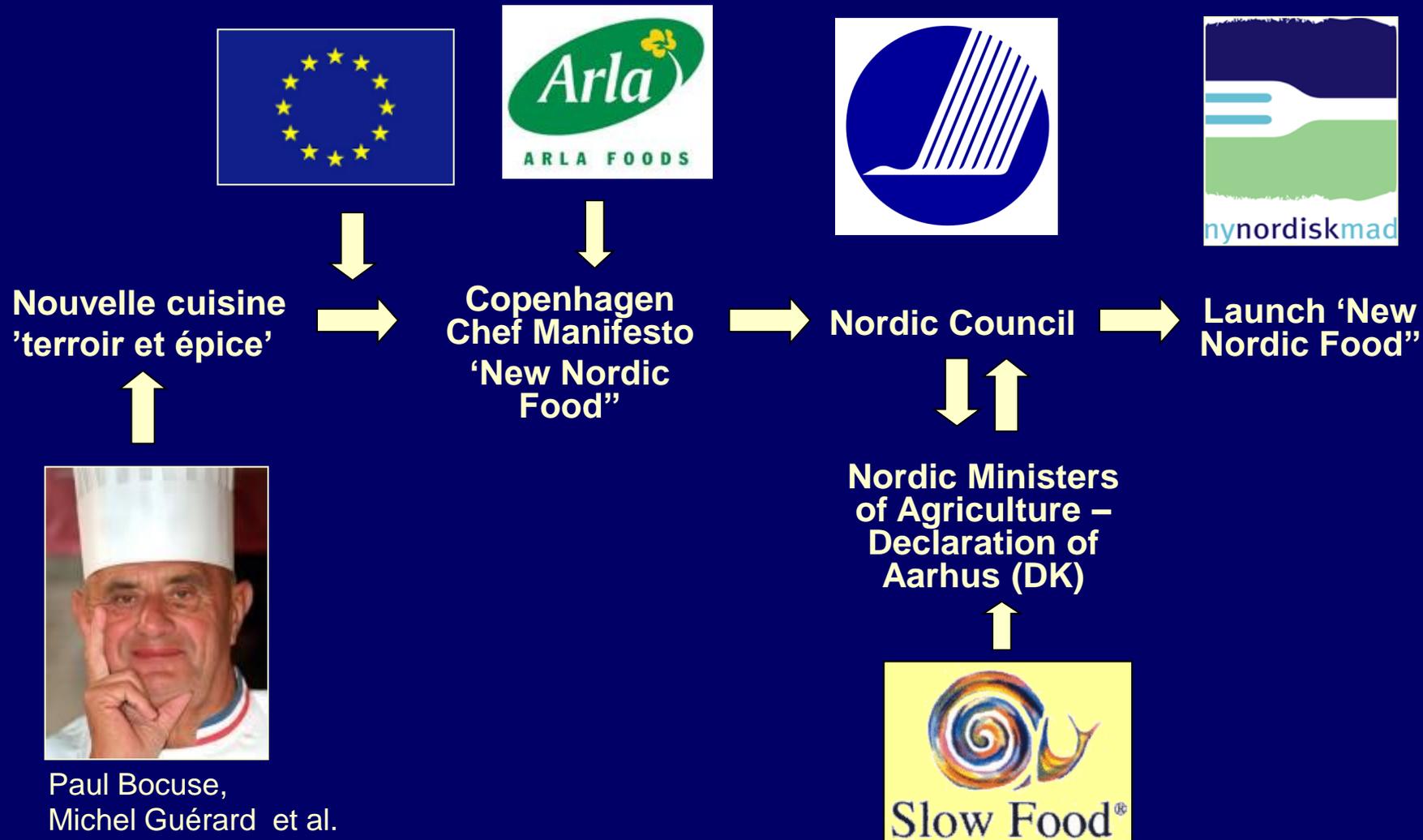


## New Nordic Food – The cuisine



- “Nordic Light and Nordic Delight” – combine food and design to make a well tasting cuisine that expresses a good flavour
- Based on Nordic raw stuffs own taste which can be related to the Nordic climate (“terroir”),
- Each Nordic country contributes to the “umbrella” of New Nordic Food with it’s own specialties and characteristics,
- Traditional and simple cooking techniques but updated and in an healthy way, no unnatural additives,
- Use of the tastes from traditional preservation techniques (sour, salt, sugar and smoked)

# New Nordic Food – An commercial and political cuisine focused on raw stuff and values





## What is new in "New Nordic Food"?



- Mixing tradition with innovation
- Seasonal raw stuff and simple cooking
- Balance between hedonism and healthiness
- Raw stuff from the geographic Nordic area
- Raw stuff should express the landscapes qualities
- Food as identity is emphasised

**Local production gives authenticity which is important to the contemporary customer**



**Farmers market in larger cities**



**Local and small dairies around the country**



**Farmer's shop – Buying food directly from the farmer**



## What is not included in the New Nordic Food?

- No contemporary immigrants food culture,
- Not the minority's food culture,
- Not the traditional trade with the rest of the world,
- Not the taste from culture - the taste from nature (terroir) is emphasised



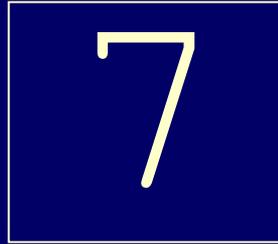
## 14 development projects during 2007-2009



- The taste of Nordic food in relation to other cuisines
- Making a safe small scale food production
- Focus on the youths – Food for health and identity
- Cooking competition – Nordic hobby chefs
- The importance of storytelling for food with an authentic profile is emphasised.
- Food as a travelling memory and a souvenir
- Etc.

# Promoting values through food culture – Nordic Food Week, 2007



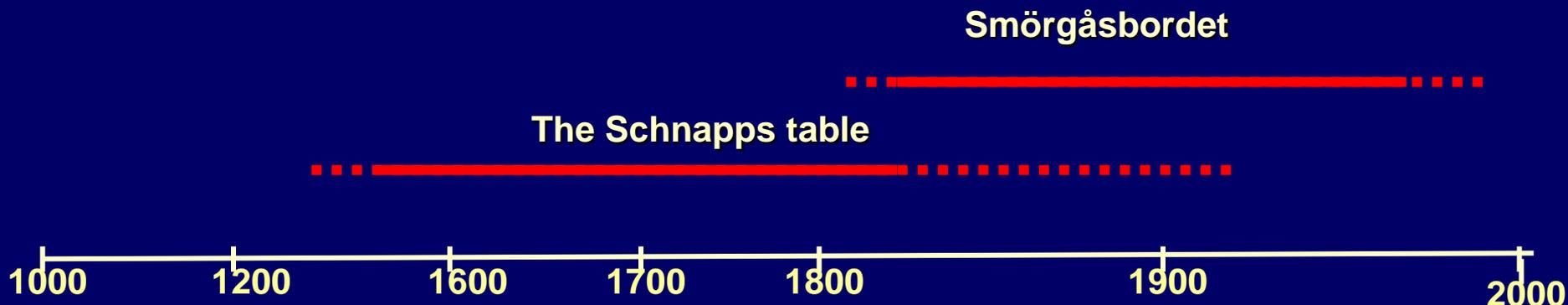


An example of a contemporary  
interpretation of  
a traditional Swedish dish

The Schnapps table (Brännvinsbord)

# The Schnapps table (Brännvinsbord)

- Informal start of a supper, clearly separated from the dinner.
- Often eaten in a separate room, standing up or sitting down at small tables. No formal sitting order.
- Always five basic dish types – Fish, meat, cheese, butter and bread. Several aquavits and sometimes beer is served.
- Only preserved food is served, no vegetable dishes.
- Seasonal shape and always super local







Schnapps table by Lars Eriksson, 2005



**Schnapps table by Lars Eriksson, 2005**



**Schnapps table by Lars Eriksson, 2005**



**Schnapps table by Lars Eriksson, 2006**



## **Conclusion – The essence of New Nordic Food**

**Focus on the sensual food experience –  
"give the Nordic citizens a taste for Nordic  
food in purpose to increase their  
Quality of life."**



# Thank you!

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