

New Nordic food conference 2012

FRIDRIK V



Linking food, culture and creative solutions
Friðrik V Karlsson

Restaurant history – The family – and locations



2001



Strandgata 7, Akureyri



2007



Kaupvangsstræti 6, Akureyri



2012



Laugavegur 60, Reykjavík

FOOD SHUT BE, GOOD, CLEAN, FEAR AND FUN

FRIÐRIKS V philosophy

Knowing your raw materials:

The magic behind growing, making, cooking and serving good and honest food

Knowing local traditions and eccentric:

The old recipes, different methods and stories behind making, serving and enjoying them

Knowing what modern people wants:

Cooking, and serving traditional food, in modern honest way

THE FRIDRIK V CUISINE

Emphasizes fresh Icelandic ingredients and the best seasonal products. The freshest ingredients available are the basis for the menu which consequently varies from day to day. Guests are therefore invited to enjoy a new journey into the world of Icelandic cuisine and they can choose from three or five course surprise menus.

For lunch we are serving two courses of the day, one vegetarian but the other a fish or meat course, soup and bread can come as a starter or be served individually.

materials,
grovers,
farmers,
fishermans,
and
other people
behind our
clean, good and honest local food

WALL OF FAME

THE PEOPLE BEHIND THE MENU EVERYDAY



Vallarnes - Allt salat
 Rafur
 Fennel

Jörf - Sporgikál

Hvítmörk - Kinnabogstímatar

Petursey - Gulrætur

Kristr - Jörðarber
 Kirsuber

Borgunfjörður - Krabber
 Sýra

Dalinn - Bláber

Sýra Sanna - Róðarberi

Selva

ÞINGI	SPANTAR
1 st 2M	
2 nd 2M	
3 rd 2M	
4 th	

KART. SÚPA
GRÆNM. PASTA
SJÁVAR. GRATIN

- VALLARNES** - Allt salat, fennel, kryddjurtir, rafur, rauðrjúfur, hvítkál, rauðar kartöflur
- JÖRF** - Blámkál, sporgikál, kínakál, paprika, kúrbítur
- BRÚN 'A FLÚÐUM** - Tomatar
- PETURSEY** - Gulrætur
- GRÖÐUR** - Selleri
- EMH** - Mynta
- REYKHOLT** - Bláber, krabber

PANTAR	PANTAD

Gratin Rækjur, hörpuskál, lax, þorskur og keita. Bechamel sósa, ostur og brauðraspur.

Súpa Kartöflur frá Selvaðellum Grænleukur, hvítleukur og kryddjurtir

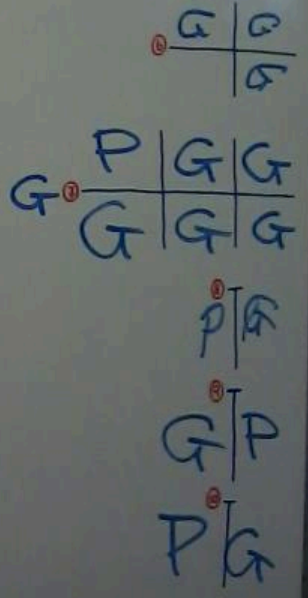
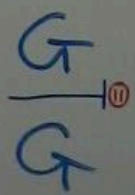
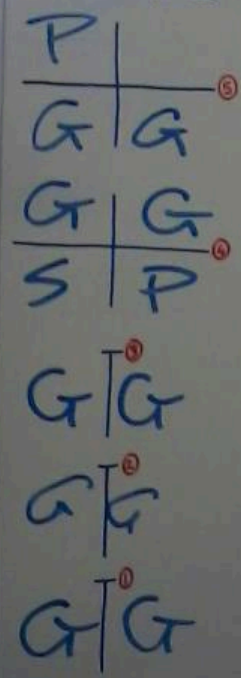
Kaka Plömur, þunnur, mandartunnur, heilinnleukur, kókoss

Goula & Isbúi

Pasta Paprika, gulrætur, rafur, hvítkál, selleri, laukur, hvítkál og silþunnlekur tomatar

- BRAND:**
- 1) FIMM KRONA
 - 2) GIABATA 7/10 kr. tímabilið

Alfredo Mylluborsósa með hvítleuk og parmesan

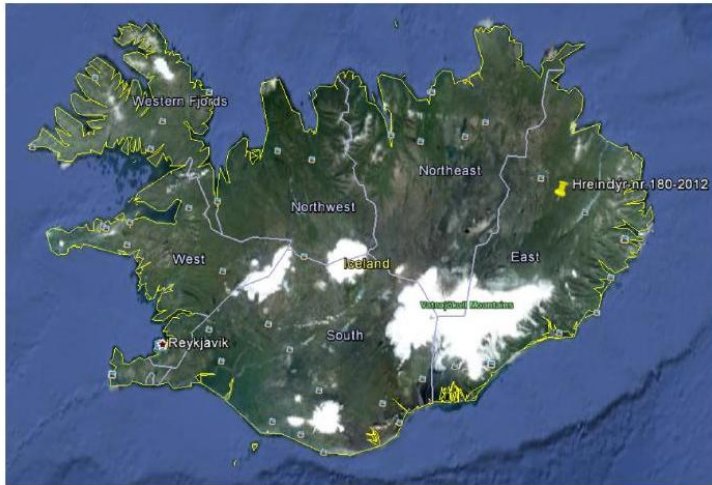




Hann heitir Trukkur og er númer 388.og er 25% ísl., 25% angus og 50% limousine. og er 23 ½ mánaða.
Hann gekk undir móður sinni í 10 mánuði og hefur verið einstaklega gæfur.
Undanfarna mánuði hefur hann haft 8-10 nauta stíu út af fyrir sig og vegur um 400 kg.

Kveðjur,
Hilmar og Thelma
Leyningi, Eyjafjarðarsveit

Hreindýraveiðiferð 2012.
Veiðileyfi nr. 180, kyr á svæði 2.
Veiðimaður: Gauti Hallsson - Akureyri



Samantekt og fleiri smáatriði

Staðsetning: N65°13,906', W15°09,233', hæð um 555m.
Á Merkisheiði, beint fyrir ofan bærin Merki í Jökuldal.
Færi 76m. Dýrið drapst samstundis.
Skotið í hægri hlið, í gegnum bæði lungu, ósæð og barka.
Dýrið var í um 200 dýra hjörð á veiðisvæði "2".
Fallþungi 40 kg.

Vopn: SAKO 85M, ryðfritt hlaup, grátt-laminerað timburskepti.
Kaliber: 6,5x55mm
Kúla 120 grain. (7,78 g), Pro-Hunter (Davið Jens).
Kikir: HAWKE VARMINT, 6-24 x 44 SF (24x stækkun), stilltur fyrir 100m með 120 gr. kúlu.

Veiðimaður: Gauti Hallsson - Akureyri
Leiðsögumaður: Þórhallur Borgarsson – Egilsstöðum





Teaching young people about food

Experience local food and nature



Learning about food, culture and traditions





SKYR – respect for the tradition in modern cuisine



SALTFISKUR – tradition suitable for modern people



KJÖTSÚPA - tradition of constantly changing

Takk fyrir



fridrikv@fridrikv.is

www.fridrikv.is