

# LET THE NORDIC STREET FOOD REVOLUTION BEGIN!

STREET FOOD IS ONE OF THE HOTTEST FOOD TRENDS AT THE MOMENT AND WE WANT MORE NORDIC FOOD ON THE STREETS!

JOIN US FOR A CONFERENCE ON NEW IDEAS AND CONCEPTS FOR NORDIC STREET FOOD.

TUESDAY 5 AND WEDNESDAY 6 FEBRUARY 2013



As our key note speaker we have invited UK's leading expert on street food Richard Johnson, journalist at the Guardian and with a background as food critic and BBC broadcaster. Richard Johnson is also the author of "Street Food Revolution", in which he describes the rapidly growing street food scene in the UK. He has also initiated the British Street Food awards. Richard will be with us throughout the conference.

Silver Spoon, pioneer of the underground dining culture in the Nordic countries, is a dining group on the public front and a branding and concept development consultancy on the private front. Having built upon an international background and network, it now operates three brands – Guerilla Dining, its internationally recognized brand, Wine & Grub, and Street Corner Kitchen. Educational and revolutionary, Silver Spoon will offer insight into the move from street food to artistic food-based experiences, culminating in a co-created dinner with the participants.

During the conference, you will hear a number of inspiring people from Nordic Street Food companies present their ideas and businesses. Together with a panel of knowledgeable guests we will also discuss the challenges, rules and regulations when working with street food. Furthermore we have organized a workshop where we will try and answer the question what Nordic street food really is.

The conference is open to visionary people within the food sector: existing or budding Nordic street food companies and entrepreneurs, organizers of pop up events, food entrepreneurs, food writers and people in the hospitality industry.



## WHEN?

**TUESDAY 5 AND WEDNESDAY 6 FEBRUARY 2013**

This conference starts with lunch on the 5th and ends midday on the 6th. We hope you won't miss this unique opportunity to share knowledge and ideas, listen to inspiring talks and to build your Nordic street food network. The conference will be held in English.

## WHERE?

**MALMÖ, SWEDEN**

20 MINUTE TRAIN-RIDE FROM COPENHAGEN AIRPORT

**Participation fee:** 500 SEK (including two lunches and dinner). If you cancel later than 7 days prior to the conference you will be charged a fee of SEK 1.000.

Please register via e-mail to New Nordic Food project manager Charlotta Ranert, [charlotta@charlottaranert.se](mailto:charlotta@charlottaranert.se). Places are limited and priority will be given to food entrepreneurs. Registration deadline is Thursday, 24 January 2013.

We regret that we are not able to assist with any travel arrangements or booking of accommodation. However, we have arranged a special deal with Comfort Hotel, which is close to the conference venue. When making your reservation, write to [co.malmo@choice.se](mailto:co.malmo@choice.se) and state STREET FOOD and that you are attending the conference. For more information, see hotel website:

<https://www.nordicchoicehotels.se/Comfort/Comfort-Hotel-Malmo>

The conference program and information about the venue will be sent out in mid-January 2013.

**The conference is organized by New Nordic Food in cooperation with Taste of Skåne/  
Skåne Food Innovation Network**

### **New Nordic Food**

New Nordic Food is a program under the Nordic Council of Ministers. New Nordic Food aims to revitalize Nordic food culture. New Nordic Food promotes the use and diversity of Nordic regional ingredients, development of new Nordic cuisine and creates a common Nordic food culture that reflects the qualities of our region – purity, simplicity, security and sustainability.

[www.newnordicfood.org](http://www.newnordicfood.org)

### **Taste of Skåne**

Taste of Skåne is about increasing visibility, availability and quality of local foods through innovative concepts and increased cooperation between all stakeholders. Our main areas are development of small scale food production and culinary tourism. One of our main goals is to develop Skåne into a gastronomic region being recognized as a region of high quality foods based on our nature, culture and history. Taste of Skåne is part of the Skåne Food Innovation Network.

[www.smakapaskane.se](http://www.smakapaskane.se)