
Press release

Join the Conference on Nordic Street Food

Tasty dishes, eaten outdoors and served by enthusiastic entrepreneurs from converted vans: Street food is a growing industry all over Europe. However, in the Nordic countries street food is still waiting to happen and with a Nordic Street Food conference in Malmö in February, organisers aim to start a Street Food Revolution.

What's happening? The conference is the starting point for a larger project which recognises street food as a strong, global food trend and as part of that aims to develop Nordic street food. The organiser and project owner is New Nordic Food, a project set up by The Nordic Council of Ministers. The conference partner is Taste of Skåne. The conference language is English.

Where and when? **Tuesday 5 February 11am-12pm at Saltimporten Canteen** (Grimsbygatan 24) in Malmö. Meet and interview the main conference speakers. A street food van will be parked outside the venue, so a good photo opportunity. **6 February 11.45am-12.45pm at Minc** (Anckargripsgatan 3) in Malmö. Join the panel discussion: "How to get more Nordic street food on the streets - possibilities and challenges".

Who's coming? Richard Johnson, Britain's leading expert on street food and founder of the British Street Food Awards. Richard has worked for the BBC, the Independent newspaper and is the author of Street Food Revolution. Joining him are a number of budding and experienced Nordic street food entrepreneurs.

Register by 4 February at the latest to press officer Bettina Lindfors, bettina.c.lindfors@gmail.com

For further information

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Photos and background information

The conference programme, together with free photos for publication are available on the New Nordic Food website, <http://nynordiskmat.org/tema/nordic-food-diplomacy/nordic-street-food/>

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

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



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