

# NEW NORDIC FOOD GIVES ARENA FOOD A BOOST!

MONDAY 2 DECEMBER AND TUESDAY 3 DECEMBER 2013

The New Nordic Food programme, together with Måltidsriket would like to invite you to a discussion on how to develop and improve arena food services. The seminar will be held in Solna, Sweden on 2-3 December.



PHOTO: CHARLOTTA RANERT/NEW NORDIC FOOD



PHOTO: ANNIKA GRÄLLS/MÅLTIDSRIKET

The Nordics have made a mark in the gastronomic world amongst visitors to fine-dining establishments and our restaurants are renowned for their level of execution and for using top-quality produce.

However, when it comes to providing food on a larger scale, the picture is somewhat different. Traditionally, street food and food provisions at sports arenas have been dominated by hot dogs and not much else. And although other areas of the food world have made progress and moved on since the early 1900s, food services at sports arenas have stayed more or less the same. But now the time for change has come and this year we have seen several examples of what is about to happen!

One of the ambitions of the Nordic World Ski Championship in Norway two years ago was to create enthusiasm for the food being served both within and outside the arena. Moreover, during the festival week surrounding the Eurovision Song Contest in Malmö, foods and flavours had been carefully designed to heighten the whole experience for those involved. At the Women's Euro 2013 finals, a new concept of healthy, tasty and ethical dishes were served. And in Finland, Kainuu local food work with organisers of big sports events to introduce more local food to the menus.

The four examples above, their strengths, successes and their set-backs will be presented at the seminar. Sports arena representatives will be present, together with speakers from packaging companies. Together, they will present ideas for change as well the logistical challenges and possibilities that surround arena food catering.

The seminar is the starting-point from which we can move on to make progress and create good and affordable food to many people.

We welcome all Nordic food caterers and food concept developers who work in the field of arena food catering.



newnordicfood



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Nordic Council of Ministers

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PLACE: FRIENDS ARENA, ENTRANCE A

## PROGRAM MONDAY 2 DECEMBER 2013

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| 12.00 – 13.00 | Lunch and seminar registration   |
| 13.00 – 13.15 | Introduction by Annika Grälls, Måltidsriket and Charlotta Ranert, New Nordic Food                        |
| 13.15 – 13.45 | Signature flavours and food concept at the Eurovision Song Contest, Charlotta Ranert, food co-ordinator. |
| 13.45 – 14.15 | Local food at Finnish baseball games - concept and reality, Anna-Kaija Kaikkonen                         |
| 14.15 – 14.45 | Arena food services, catering for the many, Annika Grälls  |
| 14.45 – 15.15 | “Fika”, refreshments   |
| 15.15 – 15.45 | Eat Norway, Unn Karin Olsen  |
| 15.45 – 16.15 | Packaging – challenges and opportunities, Lena Dahlgren  |
| 16.15 – 17.00 | Sports add value to visitors’ destinations, Leif Johansson, The Swedish Sports Confederation.            |
| 17.00 – 21.00 | Walking tour around Friends Arena with guides Bengt Mårtensson and Neil Ponsonby followed by dinner.     |

## PROGRAM TUESDAY 3 DECEMBER 2013

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|---------------|----------------------------|
| 08.30 – 09.00 | Breakfast                  |
| 09.00 – 11.00 | Workshop/group discussions |
| 11.00 – 12.00 | Summary and conclusions    |
| 12.00 – 13.00 | Lunch                      |

The seminar fee is 1000SEK. The fee is non-refundable. For further information please contact Annika Grälls on +46 73 9090132. Bookings are made to [annika.gralls@gmail.com](mailto:annika.gralls@gmail.com). Additional conference details will be revealed in November.

We regret that we are not able to assist with any travel arrangements or booking of accommodation. However, we recommend Quality Hotel Friends, Råsta Strandvägen 1. Prices range from 1 156 SEK (plus VAT) for a single room.

*Please observe that the conference will be held in English.*

**We hope to see you!**

### Måltidsriket

The economic association Måltidsriket in Grythyttan handles a range of issues regarding food and food-related activities. Our target group is vast, from networks and clusters of interconnected operators to organisations and businesses who work in the food related industry. Our aim is to develop the experience of food and eating and thus by being a creative resource we provide helpful knowledge on how to design and integrate crafts, the arts and science in the development process.

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

### About New Nordic Food

New Nordic Food is a program under the Nordic Council of Ministers. The program aims to revitalize the Nordic food culture by promoting the use and diversity of Nordic regional ingredients and hence develop a new Nordic cuisine. New Nordic Food helps to create a common food culture that reflects the qualities of our region – purity, simplicity, security and ethics.

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