

## Sirha – Example of a Nordic Cooperation in Food Promotion

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149.000 DKK från NNM II. <http://nynordiskmat.org/om-nnm-ii/event/sirha-22-26-jan-2011>



Background: International food service fair taking place in connection with the Bocuse d'Or competition for the world's best chef.

Concept: Joint Nordic stand co-funded by Sweden, Finland and Denmark with the purpose of demonstrating what New Nordic Food is. Different menu's made from NNF principles were served every day for invited guests – all made from Nordic products. There were one national day for each of the countries and two Nordic days. Main initiatives on top of this:

- Nordic cocktail open to everyone with performance of the Copenhagen Drummers. The cocktail was opened with speeches by members of the NNF steering committee and was attended by Danish royalty and Nordic ministers and drew a lot of attention to the Nordic stand.
- Press conference with participation of members of the NNF steering committee.

It was important that the Nordic countries were represented, because this event is the major chef's event of the world. That the Nordics were backing up the efforts of our talented chefs was very important to the outside world, especially in light of the success that the Nordics enjoyed.

### Suggestions and possibilities

- The NNF umbrella for promoting Nordic food culture and supporting exports of Nordic food products is very important. Internationally, the Nordic countries make more of an impression together than separately. Work more in the individual countries to use the framework – ideally, each country should position itself within the framework.
- Improve the NNF toolbox. Develop more educational material (recipes downloadable from the web site, restaurants around the world serving NNF, stories to support the movement (e.g. its influence on trends in the gastronomic world)).
- It was evident that the Nordic chefs know each other. Enlarge the NNF network (not just the signatories of the manifesto) and use them to promote NNF.
- Improve cooperation with national food export associations.
- Encourage local cooperation and ownership of NNF projects outside the Nordic countries.

