

STRENGTHEN YOUR BRAND USING NEW NORDIC FOOD



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NEW NORDIC FOOD SHOWS THE REST OF THE WORLD WHO WE ARE

The New Nordic Food program's aim is to strengthen the Nordic brand internationally through food. For example, by using Nordic ingredients and produce in all embassy kitchens as well as in catering services within Nordic businesses operating abroad.

Via the New Nordic Food website we hope to inspire Nordic citizens abroad by bringing them the ideas behind New Nordic Food. With our help they can start creating their own unique interpretation of the Nordic food traditions wherever they are. This is Nordic Food Diplomacy.

NATIONAL TRADITIONS ARE NORDIC TRADITIONS

New Nordic Food is simple cooking with clean ingredients. It is about creating food events and using local produce all over the world. To cook with ingredients that are seasonal and add a Nordic twist or seasoning. It is about sustainability, organic farming and respect for both humans and the nature that surrounds us.

All Nordic kitchens have their own unique traits, whether it's Danish, Finnish, Icelandic, Norwegian, Swedish or originates from Greenland, Aaland or the Faroe islands. On the website we show how you can use all the different culinary traditions to create a new global cuisine, the New Nordic Kitchen.

CREATE YOUR OWN NORDIC FOOD EVENT

On the website, you'll find helpful ideas and tools whenever you plan a Nordic food event. Lots of recipes but also information and instructions on how you can increase the impact of the occasion by making every little detail come together and speak as one.

checklists. You can download presentations of the New Nordic Food program as well as examples on how to use storytelling to create a great ambiance.

The website is packed with information; links to exciting videos, inspiring table decorations and displays, seasonal menus and

Go to www.nfd.nynordiskmad.org, your guide to a successful Nordic food event.

