

## New nordic food

In 2004 twelve Nordic chefs wrote a manifesto for the New Nordic Kitchen.

In this manifesto the chefs made it clear that Nordic cuisine can be compared with the best cuisines in the world by virtue of its taste and individuality, but also in its quest for the quality and attractiveness that are to be found in regional cuisines.

The Nordic cuisine is not in competition with the French, Chinese or other great cuisines. Its aim is much more to counter indifference and the global junk and fast food culture which presents a threat not just to our health and cultural integrity but also to the diversity and sustainability of the planet as a whole.

## From vision to lifestyle

In 2005 the chefs passed the baton to the Nordic Council of Ministers, which put New Nordic Food on the political agenda. The Nordic ministers adopted a venture that aims at developing the concept of New Nordic Food into a lifestyle which will be better for nature, for people and for Nordic society as a whole. A vision which now resonates from exclusive gourmet restaurants down to school canteens and private kitchens.

“Local dishes, regional varieties of fruit and vegetables and national food traditions are gaining ground again, but with a new and stronger profile. In an increasingly globalised world people are searching for their roots, to be better able to face the world,” says Halldór Ásgrímsson, Secretary General of the Nordic Council of Ministers.

New Nordic Food has been a huge success everywhere in the Nordic region – perhaps especially because it is democratic rather than elitist. Right from the start one of the basic ideas was to involve as many people as possible in the work of defining Nordic cuisine and its ambitions. Farmers, food producers, politicians, home economics teachers, government officials, food scientists, gourmet chefs and consumers have all contributed to its development.

New Nordic Food is food produced with care and with a focus on taste and diversity, forgotten varieties and breeds, old processing methods and new ideas in the kitchen. There are many initiatives underway in relation to restaurants, consumers and production.

The New Nordic Cuisine will be what we make it together, and with Nordic resources and cultural capital, we will do our part to contribute to a better world.



## New Nordic Food Manifesto

1. To express the purity, freshness, simplicity and ethics that we would like to associate with our region
2. To reflect the different seasons in the meals
3. To base cooking on raw materials which characteristics are especially excellent in our climate, landscape and waters
4. To combine the demand for good taste with modern knowledge about health and well-being
5. To promote the Nordic products and the variety of Nordic producers – and to disseminate the knowledge of the cultures behind them
6. To promote the welfare of the animals and a sound production in the sea and in the cultivated as well as wild landscapes
7. To develop new possible applications of traditional Nordic food products
8. To combine the best Nordic cooking procedures and culinary traditions with impulses from outside
9. To combine local self-sufficiency with regional exchange of high-quality goods
10. To co-operate with representatives of consumers, other cooking craftsmen, agriculture, fishing industry, food industry, retail and wholesale industry, researchers, teachers, politicians and authorities on this joint project to the benefit and advantage of all in the Nordic countries



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## New Nordic Food – a sustainable choice



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The Nordic Council of Ministers is the official body of co-operation of the five Nordic countries and the three autonomous areas in the Nordic region:

Denmark, Finland, Iceland, Norway and Sweden, along with the Faroe Islands, Greenland and Åland.

The cold winters, the long summer evenings, the clean waters and the many varieties of fish, game and fresh produce available in the countryside. Small local producers of bread, meat and beer.

New Nordic Food is a new approach to a sustainable regional kitchen.



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