

How much spice in Nordic food culture?

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Company profile

Name: Promotto Spices

Brand: Spices Chef

Location: Finland (One of the EU member states)

Position: Purchasing Manager, and '*Spices Chef*' Brand Ambassador

Content

Importance of understanding food culture, weather, and living standards

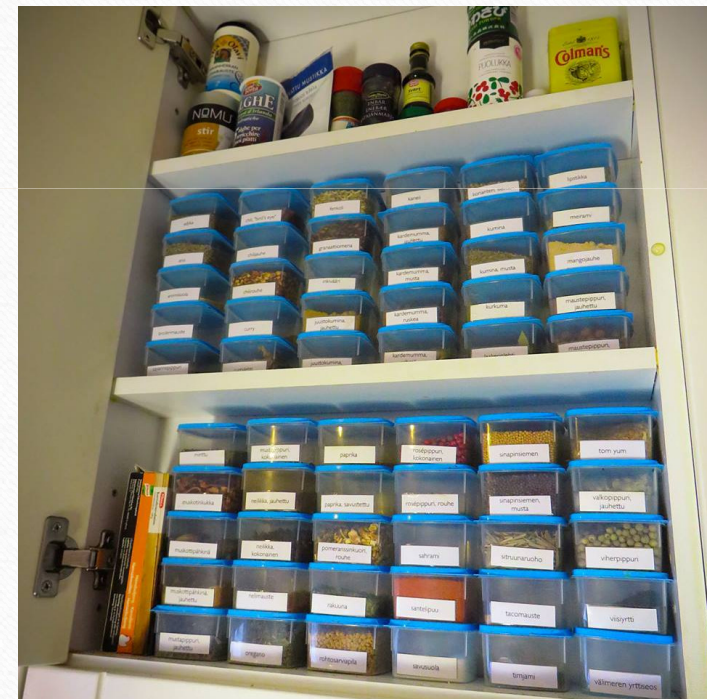
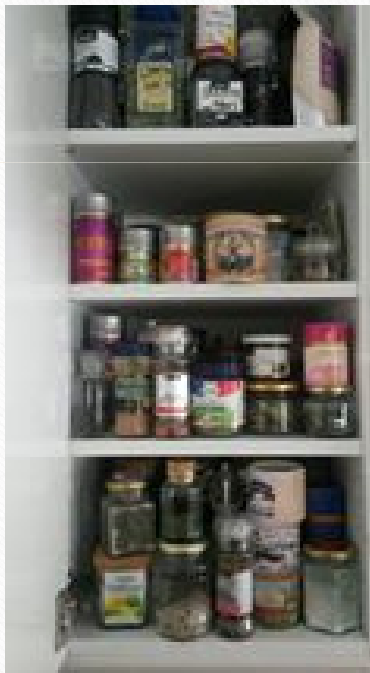
Significant trends in spice business in Nordic region

(Finland, Sweden, Denmark, Norway, Iceland)

Spice collection in home kitchens in Finland



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Spice collection in home kitchens in Finland

“Actually we don’t have any spice collection. We have a basket, where there is some salt, sugar and pepper and of course lihaliemikuutio”

- Kari

Chili fest Finland

<http://www.chilifest.fi/>



Serious Chilis in Chilifest Finland

<http://www.chilifest.fi/>



Chili tears in Chili fest Finland

<http://www.chilifest.fi/>



Are there any spices growing in Nordic region?

A herbs harvest in home garden



A small herbs business



Wild herbs

Apilat (Clover)



Raparperi (Rhubarb)



Many more wild herbs



Cooking with wild herbs



Jouko Martikainen and Spices Chef



Whitefish with cooked with wild herbs and wild mushrooms



Always popular and newly popular

Persilja (Parsley)



Korianteri (Coriander leaf)



Nordic food culture

Local foods and seasonal foods

Restaurant Noma, Denmark

Best restaurant in the world: 2010, 2011, 2012, 2014

Significant influence in contemporary Nordic food culture



René Redzepi, Noma

- foraging spices and herbs from the wild



Noma philosophy

Noma's philosophy is simple. We are driven by locality and seasonality.

Noma team travels to Japan, Australia, may be some day India? ...



May be some day Noma team visits also India?



Master Chef Sanjeev Kapoor at Noma



Sanjeev Kapoor on Noma and Nordic cuisine

The challenge is that from an Indian perspective taste is paramount. Our savory dishes are more salty, our hot dishes are more hot, our sweet dishes are more sweet, our sour things are more sour.

This is all because the use and blend of spices is very bold -- the objective is to embellish and we often have 15 to 20 contrasting herbs and spices in a single dish.

But Rene and his **Nordic cuisine is all about simplicity**. It's all about passion and **appreciation for the ingredients themselves**.

Curious, how spice collection at Noma looks like?
What are these spices?



Nordic food diplomacy

- a movement

Is it compulsory to cook with Nordic ingredients?

Answer: The main objective for New Nordic Diplomacy is that what we serve tastes right and gives the right sensations. Plainly put, the eater should get a strong feeling of what is unique about Nordic food. However, since one of the main aims of Nordic policy is to demonstrate high ethical standards and a concern for the environment, it is crucial to try and minimize unnecessary transportation. Therefore, shop locally if you can.

Food culture to spice business

Inspirations, challenges and opportunities

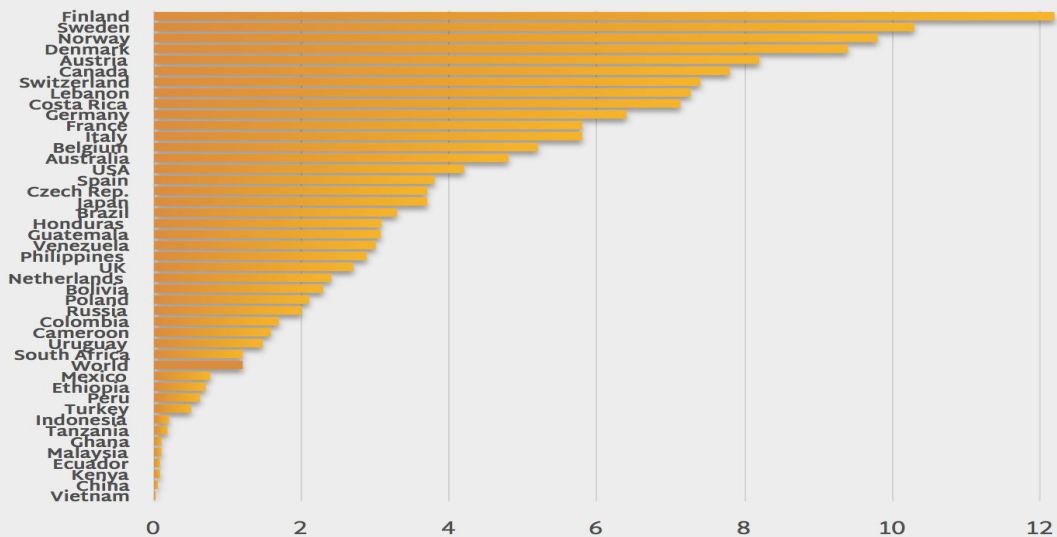
How much *coffee* in Nordic food culture?

Finland, Sweden, Norway, Denmark

A Cup of Coffee Please!

Coffee consumption per capita, kg

HelgiLibrary.



Source: Faostat, Figures for 2013, or nearest

www.helgilibrary.com

Paulig's Paula girl

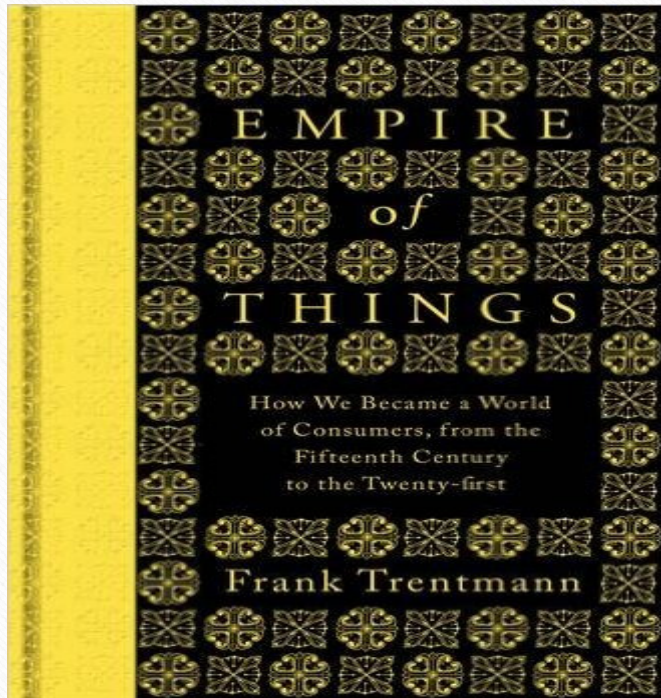


Paulig coffee ambassadors Paula girls 1904 - onwards



INSEAD discussion paper by Indira Pant on
Eastern Condiments Private Limited

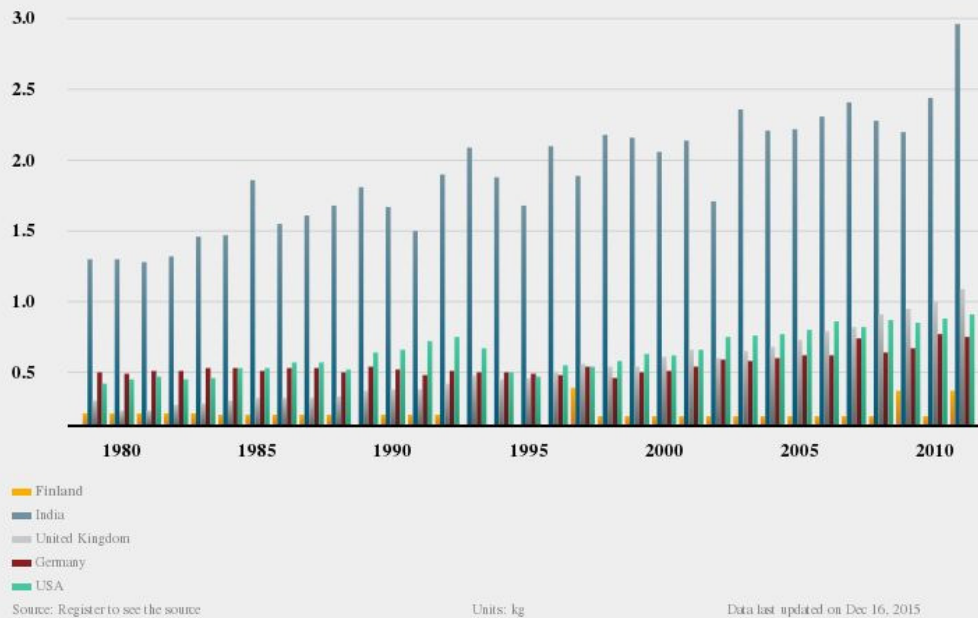
Empire of Things: How We Became a World of Consumers, from the 15th C to 21st C
by Frank Trentmann



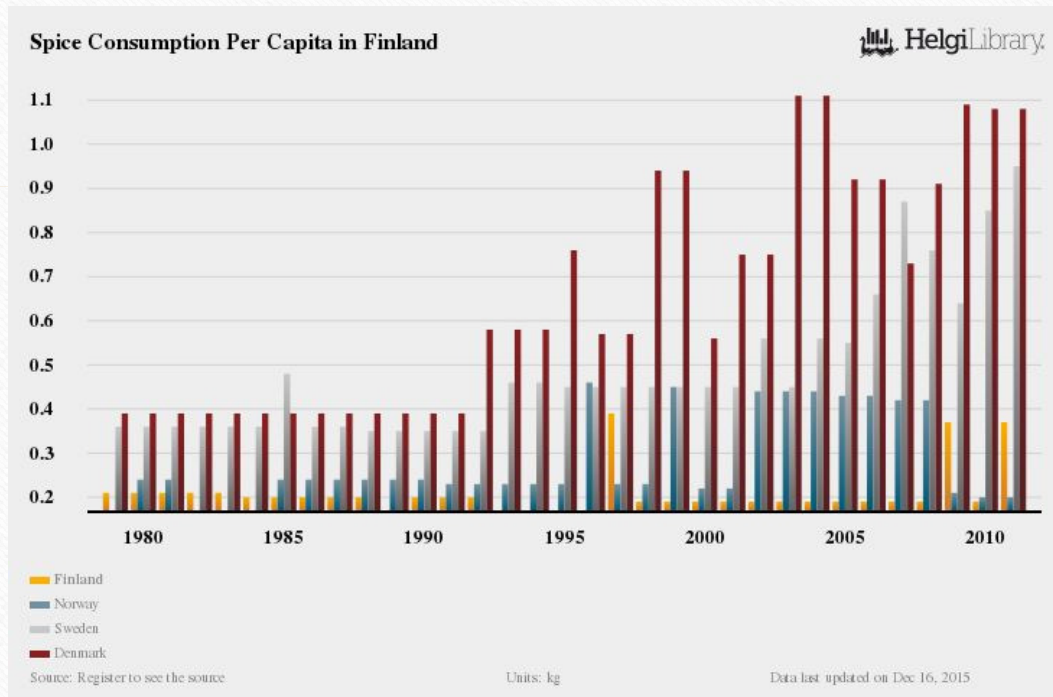
Spice consumption comparison India, USA, UK, Nordic region

Spice Consumption Per Capita in Finland

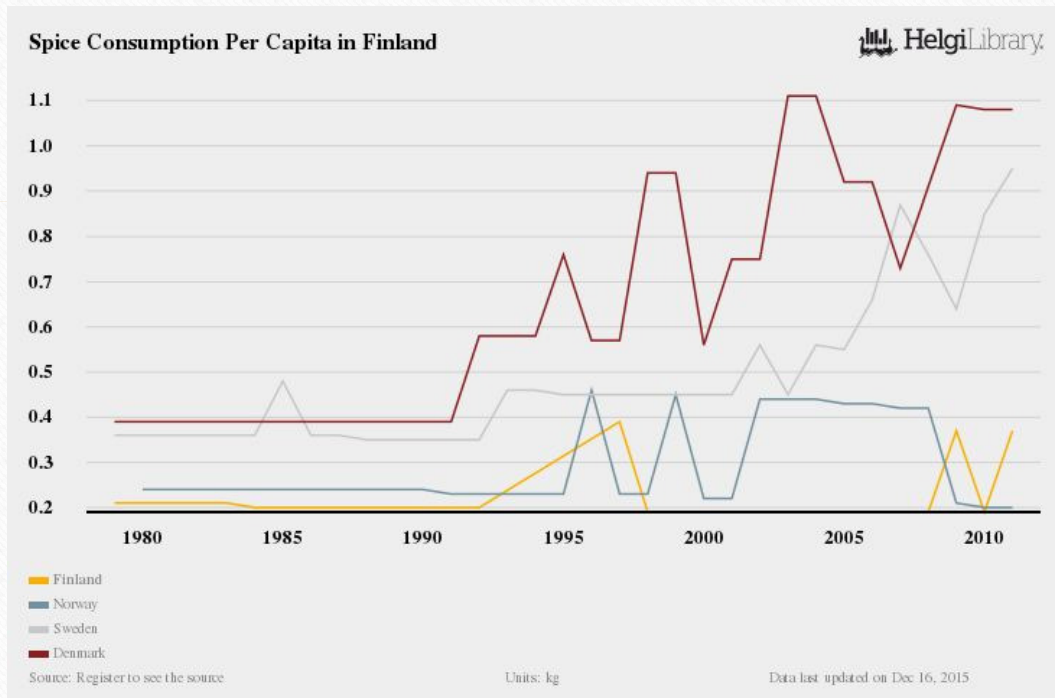
HelgiLibrary



Spice consumption in Nordic region



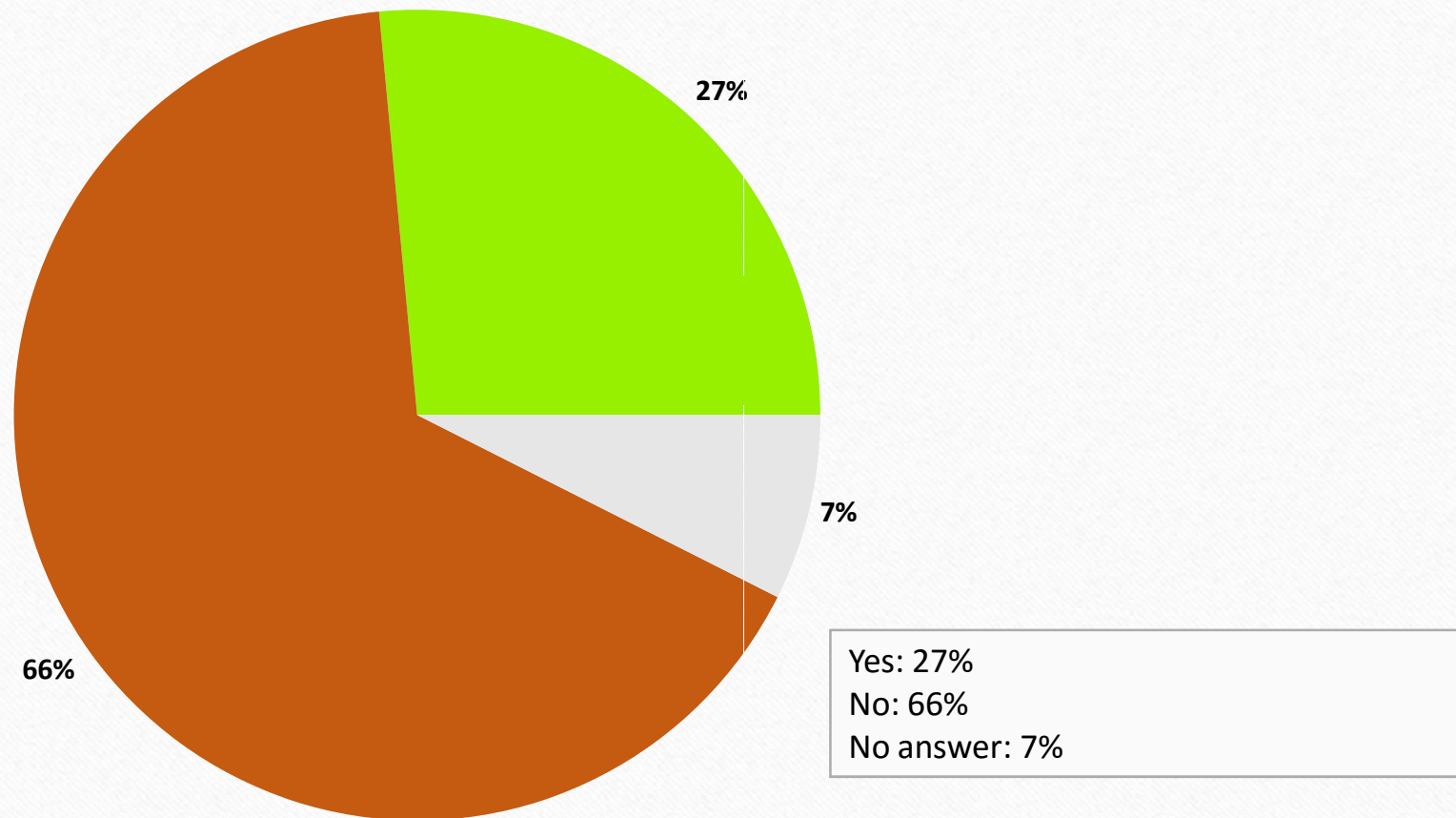
Spice consumption in the Nordic region





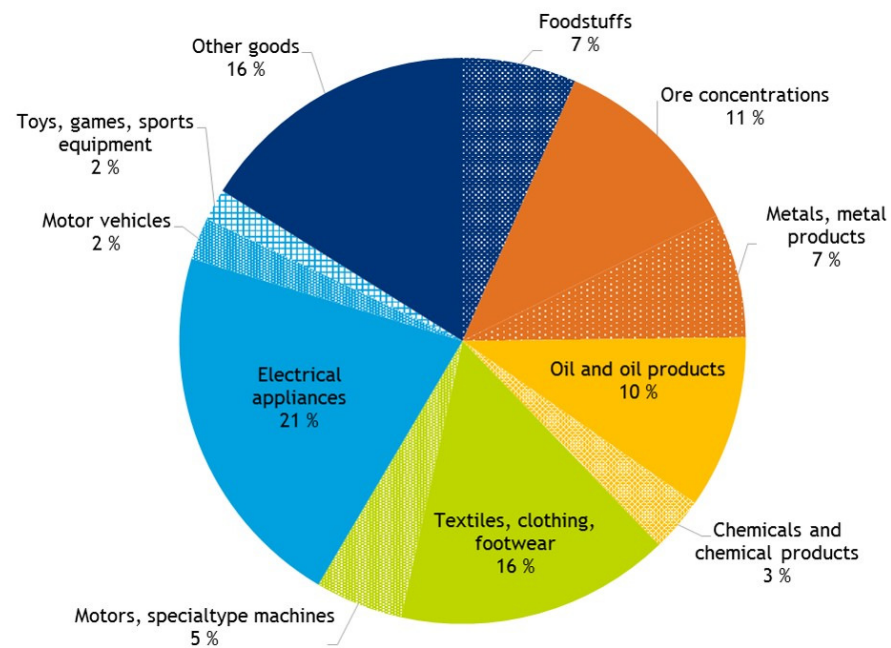
Familiarity of the EU organic label

"Is this a brand familiar to you in some way?"



Vastaajat = 1000

Import from developing countries, 2013 Finland



Factors of interest for spice consumption

- To taste something different
- Tourism
- To reduce salt intake (Health factor)

Conclusions

- Catching the culture is perhaps the most significant key to any new market, no exception to Nordic culture.
- Nordic food market provides opportunities for organic spices.