

Newsletter 1 the EXPLORE-project

This is information to all restaurants who kindly have agreed to participate in the EXPLORE-project.

The EXPLORE-research project is a part of a larger Nordic project called New Nordic Food (www.nynordiskmad.org/en). New Nordic Food is financed by The Nordic Council. EXPLORE: EXPeriencing LOcal food REsources in the Nordic countries, focuses on the value chain of regional food specialities related to the tourism and experience industries. The project contributes to our knowledge on coastal and rural development through increased value creation from regional food products.

In this newsletter we would like to present the restaurants, the research team and the aim with the project.



The aim with EXPLORE

We ask these research questions:

1. How can high quality restaurants in rural areas act as local engines?
2. How can the contribution of local niche food producers to the experience product value chain be enhanced, and what are the critical factors in this respect?
3. What are the critical factors regarding management of the value chain of locally

produced high quality food from production to customers?

4. How can new business models in the supply of with special emphasis on regional food products be developed?

The restaurants participating:



Map of the Nordic countries where the restaurants locations are marked.

Iceland

The two Icelandic cases are located in different parts of the country. Both restaurants have entrepreneurial teams consisting of two partners.

Fridrik V www.fridrikv.is: The restaurant is located in Akureyri in the northern part of Iceland, about 400 km. from the capital of Reykjavik. The restaurant offers modern European cooking based on local raw material.

Fjöruborðid www.fjorubordid.is: Located in a small town Stokkseyri on the southern coast, approx. 50 km from Reykjavik. The concept is fresh, simple, and local. The restaurant offers

Newsletter 1

the EXPLORE-project

a simple menu (mostly based on langustine) based on local raw materials.

Finland

All three restaurants are rural quality restaurants and use local raw materials and food in their production.



They aim at high-quality in food and service, with a simple and an easy-going style. All three restaurants are a part of the consortium: [Charms of Saimaa](#).

Anttolan Hovi Manor [www.anttolanhovi.fi](#): Is situated 25 km from the centre of Mikkeli. The main business idea of the restaurant is serving high quality food, and they have made it a specialty to serve Russian food, which is in accordance with the history of the manor.

Kenkävero [www.kankavero.fi](#): Located close to the centre of Mikkeli surrounded by fields on the shore of Lake Saimaa. The values of Kenkävero are shown in the restaurant business as the spirit of the parsonage, use of local producers, in-house products etc.

Tertti Manor [www.tertinkartano.fi](#): located along the highway no. 5, approximately 7 km from the centre of Mikkeli. The main business idea is to produce experiences in accordance with the traditions of the Manor itself and the region.

Norway

The four Norwegian cases are all located in the northern part of Norway. The Norwegian cases are hallmarked by diversity albeit being quite representative for the composition in the industry. Two of the restaurants are members of the Arctic Menu.

[www.arktiskmeny.no](#)

Bios Café [www.bioscafe.no](#): Located in the municipality of Nordreisa, in Troms county, approximately three and a half hour ride by car from Tromsø city centre. Local food is an important part of the restaurants' offer. The cafe is a member of Arctic Menu.

Ongajoksetra

[www.ongajok.no](#):

Located approximately one hour car ride from the nearest town, Alta in the northern most county in



Norway; Finnmark. They offer a menu based on locally produced food and this is an important feature of their concept.

Stigen Vertshus

[www.lyngsalpeprodukter.no](#): Located in the municipality of Lyngen, in Troms county, approximately one and a half hour ride by car and ferry from Tromsø city centre. The locally produced meat and fish products form the basis for the experience of the restaurant. The vertshus is a member of Arctic Menu.

Newsletter 1 the EXPLORE-project

Skagen Gård www.dvgl.no/vare-steder/skagen-gaard: located in Bodø, Nordland county, one hour ride by car from the city centre. The restaurant is located in an old manor house dating back to the 17th century. This forms the base for the story – the experience of the restaurant. Local food is a part of the restaurants' offer but this is not a main feature of the restaurant.

Sweden

The two Swedish cases are located at different islands, one at Gotland and one at Öland, both are well known tourist destinations.



50 Kvadrat www.50kvadrat.com: Customers are offered good simple food, high in flavors. Since the restaurant owners rely on local seasonal products, the menu changes a few times during the year.

Hotell Borgholm www.hotellborgholm.se: The main concept of the restaurant is to serve *modern Swedish cuisine with influences from all over the world*. The signature of the main chef is the local ingredients, especially herbs grown in their own garden.

The research partners

The project is organized as a joint effort between research partners in Norway, Sweden, Finland and Iceland. The research organizations are:

1. Nordland Research Institute, Bodø, Norway - Project management institution.
2. Jönköping International Business School, Jönköping, Sweden
3. Helsinki School of Economics - Small Business Center, Mikkeli, Finland.
4. Reykjavik University - Department of Business, Reykjavik, Iceland.

Who might be interested in the results?

The stakeholders in this project are representatives from actors who have interests in the value chains, like managers and owners of restaurants and other tourist businesses in rural areas; suppliers, especially food producers; auxiliary service providers; other members of local networks; business organisations; and policy makers (local/regional/national/international).

Next newsletter will impart the results of the project.