

Case Study Gastronomy Finland IO2

Here are some examples of how sustainability can be shown in gastronomy. As mentioned in the Introduction part, sustainability in gastronomy is and can be much more than ecological issues, which are important as well. But also the use of the local products and producers is important in a sociocultural way. But also the stories behind the products bring the products to the next level.

SMAKU

<https://smakufestivals.com/en/home/>

Smaku is a annual food festival event in Porvoo and Loviisa in Finland.

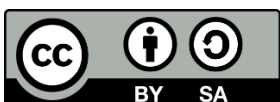
The original idea of Smaku is to show the festival guests by small special tasting portions “how the local restaurants taste”. To the Smaku tasting ambiance in each town one can get acquainted at a very low cost, since the event dishes only cost 5 to 7 euros. Only entrepreneur-driven restaurants and cafés are allowed to participate. In addition, we also want to familiarize the festival guests with small local producers as well as other entrepreneurs.

SUSTAINABILITY

The cornerstone of Smaku is cooperation with the local network of entrepreneurs. We nurture local entrepreneurial expertise and work closely with tourism organizations in cities to get to know operators in the area. Only entrepreneur-led local restaurants and cafes are included in Smaku, and we use e.g. local photographers, printing houses, flower and decoration companies and cold logistics. Through Smaku, we also make local entrepreneurial know-how visible.

We prefer local food and we encourage restaurants to use food produced nearby whenever possible. We also highlight ingredients from local producers in portion presentations and marketing. We are constantly mapping out new ways to highlight local small producers and offer local producers visibility and tasting places at our events.

At the main events, we use fully compostable dishes and cutlery, and food waste and dishes are collected in compostable waste bags. We cooperate with local waste stations so that waste generated at events ends up in the right place.



Wine in the woods - A unique wine tasting experience in the forest

<https://finlandnaturally.com/fne/wine-in-the-woods/>

Wine in the Woods is a journey to a world where wines and forest meet in a completely new way in the area of Nuuksio National Park. Wine in the Woods is a two-hour exploration into a world, where wine and forest meet. Specialist expert guides will give on a new type of journey through and aromas in a wine bar in the middle of the woods. After a short walk on a nature trail, senses will be attuned to woodland surroundings helping to get a deeper impression of the carefully selected wines. The forest's al fresco tasting area - which lives and breathes by the seasons - is every time a slightly new version of itself, as it is decorated by sunlight and natural foliage. The tastes and smells of the wines and the forest will come alive through the stories binding them together.

The wines are served with spoon-tip wild flavor pairings, such as syrups, salts and wild herbs. The partner of the wild flavor pairs is the local TouchWild.

There is also the possibility to have a forest-themed meal after the tasting.



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