



SWEDEN'S FOREMOST FOOD CRAFTSMEN

Fabulous Flavours of Sweden is a close collaboration between some of Sweden's leading food artisans, who are looking to present the Swedish food treasure on the international stage as well as to exchange experiences and develop business relations.

By preserving and extending Swedish food craftsmanship, famous for its unadulterated and fair-trade food, we are hoping to make a contribution to modern gastronomy.

All the products presented by Fabulous Flavours of Sweden are produced by hand with pure and clean ingredients, by small-scale food producers around Sweden. These companies are keen to uphold the traditions of our flavours, quality and our mutual environment.



FORESTS - A RICH RESOURCE FOR ALL

Most of Sweden is covered in forest. Swedes feel close to their forests, even those living in towns and cities. They know that they can travel only a short distance, take the bus there, to lose themselves in the forests and walk amongst the trees.

Forests are central to the Swedish soul. Swedes have a legal "right to roam", which gives everyone access to all land. Swedish forests also feed Swedish bodies as well as souls, as the woods are full of mushrooms and wild berries, which anyone may pick, as long as they do not invade private gardens. Venison and elk have recently become popular as the most environmentally sustainable meat. Here we highlight the produce of the hunt and the pick of the red gold of Swedish forests.

OLOFVIKTORS' SUCCESS AT HARRODS

For a few weeks in October Swedish cuisine and food products were highlighted in a display at Harrods. These included six products from OlofViktors. Mårten Göteborg, the company's managing director was present to hand out samples to interested shoppers, who responded positively to crispbread and biscuits from Scania. If the promotion goes well, OlofViktors' products may earn a permanent place at Harrods



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SWEDEN ON FACEBOOK



HUNTING THE ELK

The elk is the king of the Swedish forests. The largest of the deer family, a full-grown elk can stand 180-210 cm high and weigh 380-540 kg. Every autumn parties are organised to hunt elk. Over 100 000 elk are culled every year to keep their numbers down to sustainable proportions. Hunting Clubs are popular, involving 270 000 people throughout Sweden.

Eskil Erlandsson, the Swedish Minister of Rural Affairs often describes his memories of the elk hunt. He tells of his pleasure and excitement eating his sandwiches and drinking his coffee as

he waits in the forest for the game to come near him.

Hunting clubs provide a considerable amount of game to Swedish tables. As well as elk, the hunts stalk roe and red deer. Members of hunting groups often supply the majority of the meat eaten by their families throughout the year.

The taste of wild game has grown in popularity in Sweden. Even town dwellers now expect to find elk and venison in local shops. The autumn flavour of game, mushrooms and wild berries from the forests is enjoyed as one of the favourite flavours of Sweden.

RED GOLD FROM THE FORESTS

Lingonberries are the red gold of Swedish forests. For centuries they have been an important part of Swedish country cooking. They are nutritious and have a characteristic tart taste which can be used to sharpen many dishes. They can also be turned into preserves and jams.

Lingonberry jam is a basic treat found in most Swedish homes. The jam has a multitude of uses, including the breakfast porridge, or in yoghurt; as a sauce with meatballs, fried sprats, or black pudding, and in cakes, pancakes or desserts.

Bilberries are another berry picked in Swedish forests, but don't have quite the same legendary position as lingonberries, whose bushes grow closely together and can be harvested with a mechanical picking device. Bilberry bushes grow further apart and have to be picked by hand, except in good years, when the same picking device can be used to collect the abundant fruit. Bilberries are converted into preserves and juice; they are rich in antioxidants, which has made them popular as one of our healthiest foods.



Products made with Lingonberries and Bilberries are made by Äkta Sylt, Kamrose and Jokkmokksprodukter.

Fabulous
Flavours
of Sweden®

REINDEER MEAT - AN EXCLUSIVE DELICACY FROM IDRE REN

Swedish reindeer meat is unique. Since time immemorial reindeer have been reared by the Sami peoples - formerly known as Lapps - in the mountains of Sweden. The culture of the Sami is characterised by their nomadic lifestyle, as they follow their herds in search of pasture up on the mountains in summer and down on the plains during winter.

Reindeer meat comes from animals which, while reared, live natural lives feeding off wild pasture in mountains or lowlands. It offers a taste of game, has no additives, is low on fat, high in nutritional value, including vitamins and minerals.

Reindeer is a special treat, traditionally preserved as smoked meat. Souvas is probably the best known product, smoked and dried by the Sami in their cot hut dwellings, the traditional buildings in Sami settlements. Nowadays reindeer meat is often sold frozen, and due to the low fat levels the meat retains its natural taste after thawing.

Reindeer are reared in Sami villages, based on cooperation between several owners. There are 43 Sami communities in Sweden rearing reindeer in their areas. Communities are organised round reindeer-raising families. Special legislation exists in Swedish law to protect the right of people of Sami descent or who have otherwise acquired the right to rear reindeer, "to use land and water to support themselves and their reindeer."

Idre Ren AB is a privately owned southern Sami company, which works within the tradition of reindeer rearing and processing. Idre

Ren obtains reindeer meat from the Idre Ren village, located 600 kms north-west of Stockholm in the mountains of Härjedalen. This is one of the smallest Sami villages, supporting thirteen reindeer herders and is the southern-most reindeer-breeding area of Sweden.



IDRE REN AB

Reindeer meat
WWW.IDREREN.SE

NEW PRODUCERS:



KAMROSE

Using handpicked wild berries such as lingonberries, cranberries, crowberries and cloudberries as their raw materials Kamrose - that is Kamala Karlsson and her husband Bertil - make additive-free cordials and jams. The taste is natural and pure with no additives and high on antioxidants and natural goodness.

JOKKMOKKSBÄR

Close to the Arctic Circle, Jokkmokksbär and Karin Nordström turn wild berries matured by the long daylight hours of the midnight sun into pure juices and jams. The juices are 100% natural, made from bilberries and crowberries, and the jams use lingonberries and cloudberries. Some berries are preserved by drying and grinding.

Producers and products of Fabulous Flavours of Sweden

CHOKLADFABRIKEN

Chocolate pralines, Chocolate cakes, fig cake.

With great skills and a huge respect for the raw product, the Chocolate Factory in Stockholm produces 14 tonnes of pralines annually, each piece individually made.

FINESSERNA

Organic jams and fruit preserves

Jam and fruit preserves made with the very best ingredients, ideally organic, no additives, pure tastes and the desire to create the perfect jam.

HARGODLARNA

Organic jams and fruit preserves

One of the Hargodlarna's specialities is finding interesting flavourings to make the products appealing and interesting to use in many different contexts. The jams are flavoured using both native and exotic plants, making them highly rated accompaniments for main courses, desserts and cheese.

HAVTORNSSPECIALISTEN

Buckthorn products; marmalade, jelly, honey, tea

Sea buckthorn is one of the vitamin-C richest berries in the world and is very wholesome. Sea buckthorn grows in the wild along the Swedish East coast, but is also farmed by the sea buckthorn specialists.

IDRE REN AB

Reindeer meat

Upgraded reindeer meat from the two southernmost Sámi villages in Sweden: Idre Sameby and parts of Ruvhten Sameby, which for several years now have been producing reindeer meat of the best quality. Reindeer meat is exciting, plain and good. It can be used for all meat dishes. The result: a never-to-be-forgotten culinary experience.

JOKKMOKKSÄR

Juices, jams and dried berries

Close to the Arctic Circle, Jokkmokksbär and Karin Nordström turn wild berries matured by the long daylight hours of the midnight sun into pure juices and jams. The juices are 100% natural, made from bilberries and crowberries, and the jams use lingonberries and cloudberry. Some berries are preserved by drying and grinding.

KAMROSE

Juices, drinks and jams from wild berries

Using handpicked wild berries such as lingonberries, cranberries, crowberries and cloudberry as their raw materials Kamrose - that is Kamala Karlsson and her husband Bertil - make additive-free cordials and jams. The taste is natural and pure with no additives and high on antioxidants and natural goodness.

LISSELLAS

Mustard products, flavoured mustards, mustard dressings and barbecue sauces.

Mustard products with a unique strong and fruity flavour, made from probably the northernmost mustard crops in the world. Rewarded with a number of medals in "The World Wide Mustard Competition", in USA 2008 and 2009.

NORRTELJE BRENNERI DISTILLERY

Aquavit, Distilled Fruit Spirits and Punch

Norrtelje Brenneri distillers use a copper steam boiler and their skill to create traditional Swedish beverages and pure fruit spirits. Only carefully picked and handled Swedish fruit is used, much of it from

Roslagen and the nearby Åland Archipelago. No sugar is added during the mashing process in order to best preserve the unique aroma and taste of the fruit or berries.

OVIKEN OST

Hard cheese from unpasteurized cow, sheep and goat milk.

From a fertile farming district in the north of Sweden, family Åkermo, produces cheese from their own sheep, as well as cow and goat milk from nearby farms. These cheeses have an exquisite taste, and are also served at the world's best restaurant, Noma in Copenhagen.

OLOF VIKTORS®

Hand-rolled crispbread, Jams, Biscuits, Vinegars, Chutney

Handmade crispbread, baked in a wood-fired stone oven using slow-fermented sourdough. Olof Viktors never compromises on quality, and in a short time, the crispbread have attracted attention among consumers both in Sweden and abroad.

SAV™

Birch sap sparkling wine

Around Storsjön lake in Jämtland in northern Sweden grow the birch trees from which sap is drawn and then fermented to produce a wine-like drink – SAV™. Connoisseurs are amazed by the taste, which is described as bittersweet and exclusive.

SKÄRVÅNGEN BYMEJERI

Soft cheeses

The village of Skärvången, close to the mountains in northern Sweden, is home to one of Sweden's best-known artisan cheese producers. With influences from European and particularly French artisan cheese making, Skärvången has developed its own cheese tradition, which has made the cheeses well known throughout Sweden.

SMULTRONBODA

Fresh lamb, charcuteries of lamb, lingonberry products

Appetising and natural lamb products from animals raised on Smultronboda farm. A wide range of prize-winning and delicious charcuterie products based on traditional methods.

STAFVA GÅRD

White and blue mould-ripened cheeses made from cow's milk, Washed rind cheese, Butter

Milk with the best characteristics for producing a high-quality cheese is selected from the farm's 80 cows. The cheeses are flavoured with local plants and herbs and spices, including Gotland truffles

ÅRE BAGERI

Cakes, rusks, biscuits, rye bread, also organic products

Rusks and cakes with a passion and respect for past generations skills and professionalism. Simple recipes, natural ingredients and a slow fermentation process results in a unique flavour.

ÄKTA SYLT™

Jams

Jams and marmelades for today's food enthusiasts, gourmets and professional chefs produced by the best Swedish artisanal jam-makers. Produced with the very best ingredients in small copper pans and no additives.

For more information and contact-details please visit www.ffos.se



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