

Food tourism product recommendations 2020

"Food tourism is the act of traveling for a taste of place in order to get a sense of place."™

– World Food Travel Association.



Visit Finland

Dear Reader,

These food tourism product recommendations have been prepared as a tool for tourism industry companies and developers to create high-quality, memorable, purchasable, and profitable food tourism experiences. Visit Finland’s internationalization criteria are also included, to assist your work.

Taste memories are an important part of the travel experience. The food experience is strengthened by aesthetic details, inspiring stories and by making the most of Finnish nature. In Finland, we have excellent preconditions for strengthening our profile as an interesting country for food.

Best regards,

Terhi Hook,

DEVELOPMENT MANAGER, BUSINESS FINLAND OY, VISIT FINLAND

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Definition of Finnish food tourism

THE FOOD TOURISM OFFERING includes visitors encountering a tasty restaurant meal based on locality and stories, home-cooked food, street food, guided cooking of Finnish food, food tourism products related to wild ingredients and foraging, eating in nature and cultural environments, different kinds of routes and events related to food tourism, market-places, specialist stores such as cheese factories, vineyards, distilleries and small breweries, and the program built around them.

FOOD TOURISM is strongly associated with stories, locality and purity.

AT ITS BEST, a food tourism product involves participation and activity from which the visitor learns something new, making the travel product a memorable experience.

Highlights for food tourism from the internationalization criteria

VISIT FINLAND CRITERIA FOR INTERNATIONALIZATION	HUOMIOI ERITYISESTI RUOKAMATKAILUSSA
1. QUALITY You monitor customer satisfaction and develop the quality of your service based on the feedback you receive. You pay special attention to cleanliness and aesthetics as well as the details.	2. SERVICE A high-quality food experience is based on first-class ingredients, skilled staff and customer orientation.
2. SERVICE You offer a seamless service package to your customer. Your staff is well-acquainted with the customer group, has good language skills, and is committed and professionally competent.	2. SERVICE Functional and friendly service brings satisfied customers. Customers are interested in, for example, the origin and preparation of the products. Be prepared to answer these questions.
3. SUSTAINABILITY As a responsible actor, you promote the principles of sustainable tourism; you take into account the well-being and needs of the local community and the environment in your activities, you support the local economy through your choices, and you treat all customers equally.	2. SERVICE Minimized food waste is achieved through prudent raw material procurement, menu design and appropriately sized portions. Avoid disposable culture and favour organic and local produce. It is also worth packaging local flavours for sale as gifts.
4. SAFETY You ensure the safety of local residents, your staff and guests as well as compliance with the law and the regulations and recommendations of the authorities.	4. SAFETY Food professionals must manage self-supervision, hygiene, special diets and be able to identify and safely handle natural ingredients such as mushrooms, berries and herbs.
5. CAPACITY AND NETWORKS Your own capacity or the capacity offered through a co-operation network ensures a comprehensive service for independent travellers and/or tour groups. You are networked with the other service providers in your region.	5. CAPACITY AND NETWORKS Create strong networks with companies offering local food and services.
6. ACCESSIBILITY Your service location has good transport connections or you can arrange transport from the nearest bus or train station or airport.	
7. AVAILABILITY AND PURCHASABILITY Your products and services are clearly described and priced in the language of the target market (or English) on your company website and can be easily found and purchased through tour operators or other sales organizations, your website or other digital booking channels.	7. AVAILABILITY AND PURCHASABILITY Remember your weekly social media activity. Make the effort to create good social media posts and attractive, high-quality food images and videos.
8. AUTHENTICITY AND APPEAL In product development and marketing, you make use of authentic Finnish experiences and ingredients based on the assets, traditions, culture and lifestyle of your region.	8. AUTHENTICITY AND APPEAL Making use of local food culture and stories in the product adds value to the travel experience. Taking the seasons and holidays into account gives a feeling of authenticity.

Locality in food tourism

FAVOUR LOCAL INGREDIENTS, FOOD AND DRINKS. Network with local foodstuff and food producers – collaboration can also spawn new star products!

TALK ABOUT THE LOCAL FOOD CULTURE and build a story. Make use of the unified food tourism narrative. Here is a link to the [narrative video](#).

FOR THE CONSUMER, Protected designation of origin (PDO), Protected geographical indication (PGI) and traditional speciality guaranteed (TSG) are guarantees that the origin of the product and the method of production is known. We recommend PDO, PGI and TSG products.

DEFINE CONCRETELY what authenticity and locality mean for each food tourism product. Authenticity includes the place, culture and history – these help in constructing the narrative.

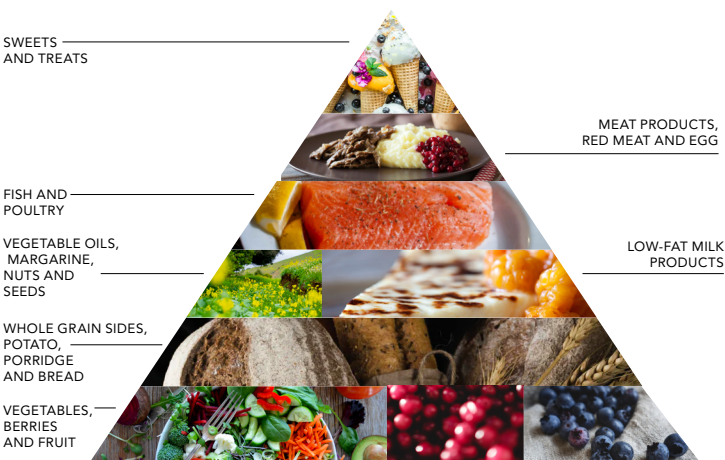
REMEMBER TO PROVIDE DIVERSE FOOD OPTIONS and take into account the wishes of different target groups. It is also worth presenting your activities and food offerings to influencers, such as travel bloggers and tour operators. Food can help you to differentiate positively from the mainstream. A breakfast full of local flavours can become an attraction!

Taste and Finnish nutritional recommendations

PURITY. Finnish food is defined by purity, healthiness and quality. The food grows in the pure air, pure soil and pure water of the Northern climate. The Nordic diet is based on strongly health-promoting ingredients such as fish, rapeseed oil, whole grains, berries and root vegetables as well as low-fat dairy products.

TASTE. Travellers appreciate the excellent flavour of food. Our northern location provides plants with up to 24 hours of light in the summer, giving them a unique flavour. The taste preferences of different customer groups should be taken into account when designing food products.

CHILDREN. Children and adults may have the same menu, but children's portions are only smaller.



Eating experience and Finnish hospitality

MAKE EATING A WONDERFUL EXPERIENCE. Whether the meal is in a restaurant or the heart of nature, cleanliness and aesthetics are important issues. A successful overall experience is built around an inspiring story. The service staff's situational awareness in reading the customer's wishes and natural storytelling ability is essential when interacting with the customer. Whenever possible, consider all the senses. You can also let the customers join in the foraging for ingredients from nature or in the cooking.

NATURAL TREASURES. Make use of ingredients from nature and explain their importance in the Finnish way of life and food culture. Highlight our captivating wild foods such as fresh herbs, tasty BERRIES and variety of mushrooms. And how could the beautiful archipelago, enchanting forest or lake appear in the food on offer?

TURN THE SPOTLIGHT ON THE KITCHEN STAFF. Be proud of your work and your entire staff. Showcase them on the menu, for example. Entertain guests with a visit from the chef or cook.

TAKE CHILDREN INTO ACCOUNT. Talk with the little ones in the family and pay attention to the children with their own portions.



Food presentation

PRESENT BEAUTIFULLY. Invest in the presentation of food and the aesthetics and cleanliness of the eating area. Consider different themes for the table setting (e.g. the four seasons, growing seasons and holidays) and other aesthetic details such as natural materials and natural ingredients.

WELL-FUNCTIONING SERVING PROCESS. Design functional and customer-friendly service, whether you have a buffet or table service. Remove used utensils quickly from the tables and make sure that you have the required amount of cutlery and plates for starters and main courses. Join the social eating trend and serve the food to the table in a dish made for sharing.

Special diets

TAKE ACCOUNT OF SPECIAL DIETS, whether they are based on allergies, voluntary food choices or cultural specificities, for example halal, kosher, vegetarian, vegan.

CAREFULLY LABEL SPECIAL HEALTH-RELATED INFORMATION, for example regarding allergies, lactose intolerance and celiac disease. For instance, clearly distinguish between lactose-free and gluten-free products in the menu and on signs.

ALWAYS OFFER VARIED VEGETARIAN OPTIONS. Interest in vegetarian food has grown around the world. Also, consider vegan dishes as they are suitable for most customer groups.

REMEMBER TO BE TACTFUL. Do not highlight a customer’s special needs within earshot of the other customers.

Unified food tourism narrative

Take advantage of the joint messages for Finnish food tourism. THE JOINT NARRATIVE about food tourism has been made into a video, showcasing the attractions of travel in Finland as well as Finnish food production and its growing conditions. At the core of the unified narrative are the strengths of Finnish food, such as authenticity, safety, creativity, tradition, locality, simplicity, purity, the Midnight Sun, the Arctic, influences from the East and West, Nordic cuisine and high quality.

FINNISH DESIGN GENERATES ADMIRATION. Take advantage of Finnish know-how in the interior design and table setting of the eating area (furniture, dishes, textiles, etc.). Bring elements of Finnish culture and nature to the decoration.

LANGUAGE VERSIONS. Always state, at least in English, the origin and name of the food on the different materials (menu, menu card, sign, chalkboard, display, price list, etc.)

DEVELOPMENT. Bring fresh ideas from world cuisines and trends to the food products while using local ingredients.

HEALTHY AND LIGHTER CHOICES are particularly welcome in the context of wellness tourism services.

SPECIAL DIETS

For more information on special diets, see the section “[Vinkkejä erityisruokavalioista](#)” on the Hungry for Finland website.

MORE INFORMATION

ABOUT FOOD FOR MUSLIM TRAVELLERS

Read more in the guide [Katse islamiin – opas matkailuyrityksille Suomessa](#).

Tourism industry actors can freely use the VIDEO. View the [video here](#).

FOOD can have a significant impact on the traveller experience, and a region can brand itself through food tourism.



Photo: Visit Finland mediapankki / Elin Mänttinen.

Sustainability in food tourism

Finnish wild food is already sustainable by nature, and Finland’s pure nature provides a responsible basis for Finnish cuisine. Here are some tips for boosting responsibility in your company’s food services.

USE LOCAL FOOD: source ingredients from local producers and use local or Finnish ingredients. Use wild fish, game, Finnish berries and mushrooms, wild herbs, and name-registered products, emphasizing the purity of Finnish nature.

USE ORGANIC FOOD: by using organic products, you show that you care about the well-being of the environment, animals and humans; a responsible traveller also appreciates these things.

MINIMISE THE AMOUNT OF WASTE, recycle and compost. Minimise spoilage and utilise leftover food in different ways (e.g. ResQ Club).

GUIDE customers about reducing plate waste.

SAVE ENERGY in food preparation and storage, and try to minimise the energy consumption of refrigeration appliances in particular. Favour ingredient suppliers that use renewable energy.

AVOID DISPOSABLE containers and reduce the use of plastic.

PROVIDE FRESH tap water instead of bottled water and tell customers about its purity.

INCREASE THE PROPORTION OF VEGETARIAN FOODS.

FAVOUR THE SEASONS: all ingredients have seasons, including imported products. That’s when the ingredients are at their tastiest, have the best quality, and are most affordable. This also brings natural variation to the menu. Make the typical characteristics of Finland, the region, and the season visible on the menu and at breakfast.

TRAIN STAFF to answer customers’ questions about responsibility in the food chain and preparation.

REMEMBER TO COMMUNICATE! Tell customers about your responsible actions. Tell your own story.

TAKE ADVANTAGE OF THE NARRATIVES behind local food because acknowledging the origin shows appreciation for local producers and adds value to the customer.

Locality and accountability should also be visible in the customer area and in the product packaging of any items that may be for sale.

Did you know that a tomato produced with eco-energy in Finland has the same carbon footprint as an imported tomato that has ripened under the Spanish sun?

Links

RESPONSIBILITY AND SUSTAINABILITY

[Työkaluja vastuullisuuteen ja viestintään. Vastuullisen matkailuyrityksen käsikirja. Visit Finland.](#)

[Vinkkejä vastuullisuusviestintään.](#)

[Käsikirja matkailuyrittäjille markkinoinnin ja viestinnän tueksi. Visit Finland.](#)

[Ruokapalvelualan ympäristöosaava -testi](#)

[Satokausikalenteri](#)

[Ravintolafoorumi/Luke](#)

[Energiatehokas ammattikeittiö](#)

[Ruuantuotannon ja -kulutuksen vaikutukset ympäristöön ja ilmastoon.](#)

[Suomalaiset nimisuojat tuotteet](#)

[Ympäristöosaava](#)

[Sustainable Finland -sivut](#)

[Ruokaopas](#) (WWF)

[Lihaopas](#) (WWF)

[Kalaopas](#) (WWF)

[Ekoruokakone](#)

[Taste Luomu-sivusto ja luomuravintola-hakemisto](#)

[Kestävän kehityksen työkirja ammattikeittiöille](#)

[Luomuravintola Opas](#)

[Portaat Luomuun -testi](#)

[Lähiruuan kehittämisen työkaluja](#)

[Ruokakulttuurista ja vastuullisesta ruokaketjusta Vähennä ruokahävikkiä -](#)

[Ruokahävikin vähentäminen ravintoloissa Kestävät hankinnat opas](#)

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Photo: Visit Finland mediapankki, Elisa Manninen.

**"Why just serve a meal when
you can serve a memory?"**

– World Food Travel Association.

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HAAGA-HELIA



Euroopan maaseudun
kehittämisen maatalousrahasto:
Eurooppa investoi maaseutualueisiin