



# Välkomna till en kunskapsdag om Måltidsturism



go:teborg&co

Turistrådet  
VÄST  
SVERIGE

Visit   
Sweden



# Dagens program

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- Maten som reseanledning i Göteborg och Västsverige
- Trender och målgruppen inom måltidsturism
- Måltid och hållbarhet
- Goda exempel från näringen
- Så snackar du foodiens språk

# Turistrådet Västsverige

## **VISION:**

Vi är den självklara partnern för utveckling  
och marknadsföring av den västsvenska besöksnäringen.

## **AFFÄRSIDÉ:**

Vi gör det enklare för besöksnäringen att växa.

På upptäcksfärd i Borås

Fotograf: Faramarz Gosheh



# Västsveriges teman och reseanledningar



Mat



Natur



Kultur



# Maten som reseanledning

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- Påverkan
  - Exportprogrammet för måltidsturism
  - Kompetensöverföring
- Profilerings
  - Profilerande aktiviteter och evenemang
  - Smaka på Västsverige
    - - Utbildning och certifiering av restauranger
    - - Lokalproducerat i Väst – producenter
- Kontaktnät – nationellt och internationellt

# Göteborg & Co:s uppdrag

Göteborg & Co:s uppdrag är att få fler att upptäcka och välja Göteborg.

Det görs genom att i bred samverkan leda och driva utvecklingen av Göteborg som hållbar destination så att alla som lever och verkar här gynnas av en växande besöksnäring.

Vi

leder destinationens utveckling genom samverkan och kunskap

får människor att mötas genom upplevelser, möten och evenemang

delar berättelser om Göteborg med världen

# En rad matsamarbeten



Delice – internationellt nätverk om gastronomi & bra mat

Matstrategigruppen Väst

White Guide

White Guide Senior och Junior

Årets Kock

Göteborgs restaurangförening

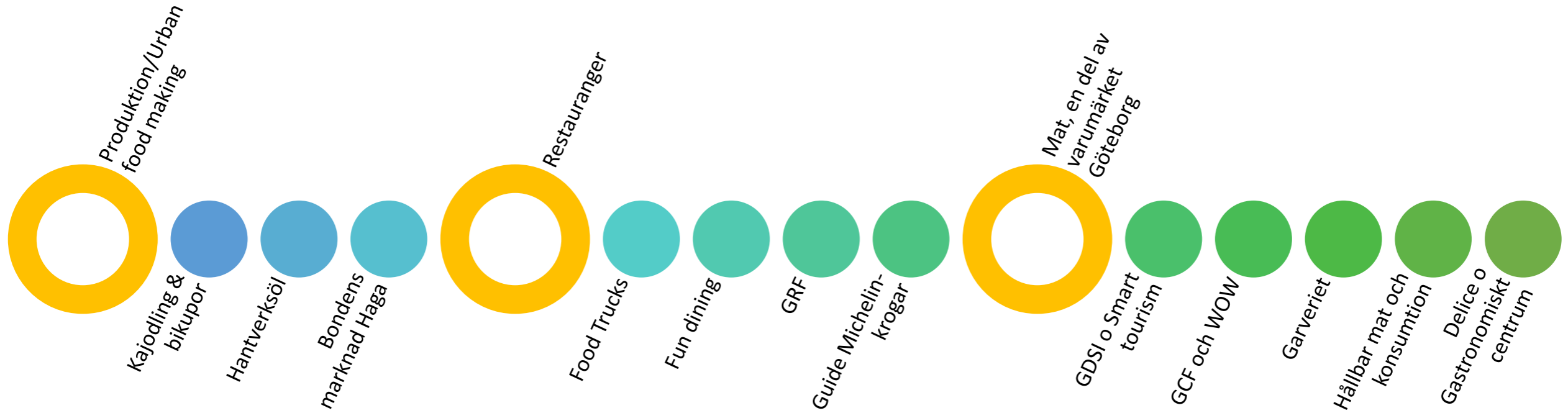
Fiskerinäringens utveckling i Göteborg

Exportprogrammet för svensk måltidsturism – Visit Sweden, TRV

Nationellt Gastronomiskt center – förstudie och handlingsplan

# Mat som reseanledning

- En del av varumärket Göteborg



**NYA RESTAURANGER I GÖTEBORG**

Vi tipsar om nya krogar, barer och restauranger.

**RESTAURANGER**

Ät och drick gott i Göteborg.

**TIPS PÅ RESTAURANGER OCH BARER I GÖTEBORG**

Låt maten och drycken guida dig genom staden.

**BRUNCHPÄRLOR I GÖTEBORG**

Härlig helgbrunch i Göteborg.

**HELGLUNCH I GÖTEBORG**

Shoppingtur i helgen eller bara sugen på en lunch på stan?

**FIKA I GÖTEBORG**

Det finns alltid en anledning att fika, så vad väntar du på?

**FISK & SKALDJUR**

Läckerheter direkt från havet till din tallrik.

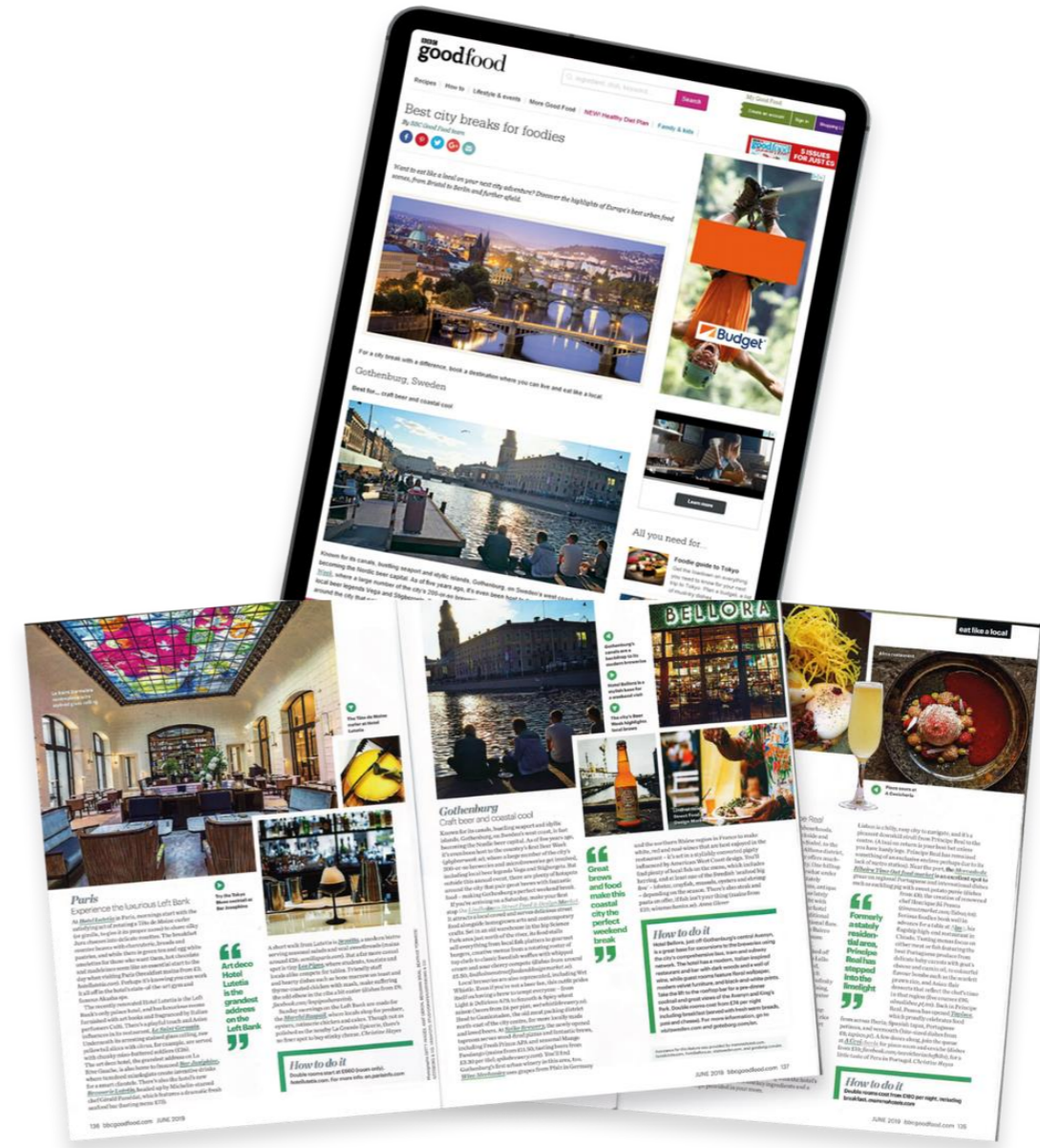
## MATSTADEN GÖTEBORG

Upptäck Göteborgs fantastiska kaféer, barer och restauranger.

I Göteborg finns stjärnkrogarna, de rebelliska uppstickarna, de trendiga barerna och en rullande armad av foodtrucks. Boka din resa, hoppa över lunchen och kom fram hungrig. Matäventyret kan börja!

# Pressresor

- Exempel från BBC Good Food - UK





# Måltidssamarbetet Göteborg/Västsverige

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- Satsade gemensamt och blev Matlandethuvudstad 2012.
- Blev upprinnelsen till ett samarbete som fortsätter än idag. Matstrategigruppen Väst.
- Exportprogram för Sveriges Måltidsturism
- Samordnar aktiviteter och visar upp Göteborg och Västsverige gemensamt.



# Sweden - The Edible Country

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- Ett PR-utspel via Visit Sweden
- Lyfta Sverige som mat- och naturland.
- 3 bord i Västsverige  
Gunnebo  
Ramsvik  
Göta kanal
- Bra exempel på samarbete mellan Göteborg/Västsverige och andra regioner i Sverige



# Resultat i media

# Grupppresa influencers, FR/UK/US/SV/TY

The Edible Country Ramsvik och Gunnebo Slott  
Inom måltidsprogrammet



## What Does Food Look Like when Sustainability is the Main Ingredient?

Swedish chefs have an answer.

Swedish cuisine Sweden sustainability



At Gunnebo House and Gardens, chef Hannes Högberg serves all-organic, vegetable-focused courses inspired by the onsite garden, sometimes accompanied with small quantities of locally caught fish or raised meat. He avoids cooking anything that depletes the environment or limits the welfare of the local animals. "[We must] broaden the variety of crops to increase the diversity of our farms and preserve older, more resistant, but less efficient crops. We must decide what to cook from what needs to be eaten in order to minimize the waste in the chain of food production and buy from the farmer what needs to be sold," Högberg says.

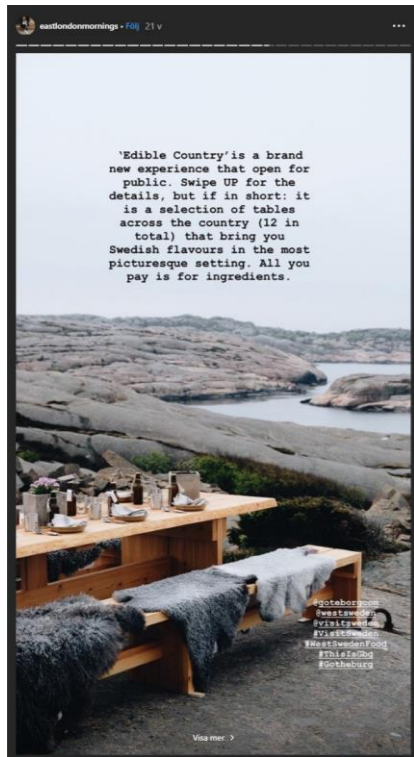
"We have a rooftop farm with Kajodlingen (a local urban farming company) where they created a small hyperlocal circular system fermenting our food waste with bokashi and turning it into soil for growing vegetables. All the leaves, herbs and flowers that we use come from our roof during spring and summer. We serve a dish called Today's Harvest with a variation of whatever we have on a daily basis. For example: sorrel, wasabi, shiso leaves, marigold, chives, chile, cabbage leaves and flowers."





Thomas étant équipé, il est également allé chercher quelques algues pour agrémenter le repas (et je crois qu'il a aussi trouvé quelques huîtres pour les autres)

@RESTAURANGVRA  
@VIDTSWEDEK  
@WESTSWEDEN  
@GOTHENBURG



'Edible Country' is a brand new experience that open for public. Swipe UP for the details, but if in short: it is a selection of tables across the country (12 in total) that bring you Swedish flavours in the most picturesque setting. All you pay is for ingredients.

@gotenborg  
@westsweden  
@thisisgbg  
@gothenburg  
@westsweden  
@thisisgbg  
@gothenburg



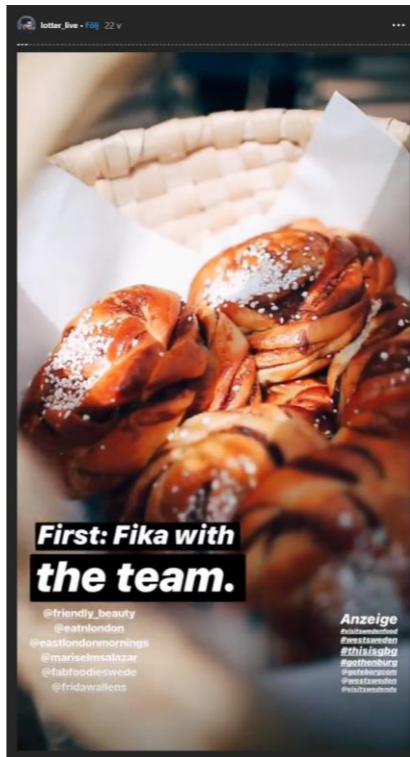
@RESTAURANGVRA  
@VIDTSWEDEK  
@WESTSWEDEN  
@GOTHENBURG



Secret to the success - melted butter  
@gotenborg  
@westsweden  
@thisisgbg  
@gothenburg  
@westsweden  
@thisisgbg  
@gothenburg



WE GOT A LITTLE RAINED ON. BUT THAT DID NOT STOP US FROM COOKING AND ENJOYING OUR LUNCH HERE.  
#EDIBLECOUNTRY



First: Fika with the team.

@friendly\_beauty  
@eastlondon  
@eastlondonmornings  
@mariselmatazar  
@fabfoodieswede  
@fridawallens  
Anzeige  
#thisisgbg  
@gothenburg  
@westsweden  
@thisisgbg  
@gothenburg  
@westsweden  
@thisisgbg



@friendly\_beauty  
@eastlondon  
@eastlondonmornings  
@mariselmatazar  
@fabfoodieswede  
@fridawallens



Then we found this in the forest.

Anzeige  
#thisisgbg  
@gothenburg  
@westsweden  
@thisisgbg  
@gothenburg  
@westsweden  
@thisisgbg



But the most exciting meeting of the day - @sofia\_b\_olsson and new farming start up who turn Göteborg city rooftops into sustainable farms

@sofia\_b\_olsson  
@newfarmingstartups  
@goteborgcityrooftops  
@sustainablefarms



Happy chef @thomassjgren

Anzeige  
#thisisgbg  
@gothenburg  
@westsweden  
@thisisgbg  
@gothenburg  
@westsweden  
@thisisgbg

# The Telegraph, UK

Resultat av pressresa maj 2019 The Edible Country Smögen

The Telegraph

Travel on Trial: Find it, cook it, eat it. Is this the world's poshest picnic?



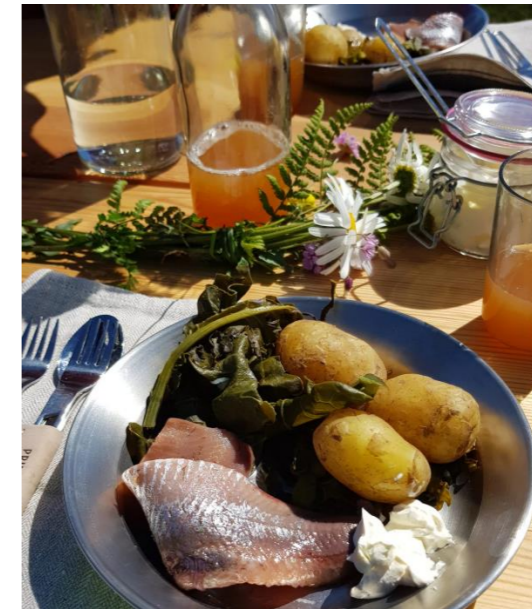
Consider yourself a picnic whizz? Think again

By Robbie Hodges

5 JULY 2019 • 10:15 AM

And where better to learn than Sweden? Britain may be a little drizzly, but the Swedes have really pulled the meteorological short straw. With summers shorter and milder than our own, they seize chances to dine al fresco with relish – redcurrant relish, that is.

As part of their “edible country” initiative, they’re inviting novices like me to forage, cook and eat amid their splendiferous landscapes, from the chillier climes of Lapland down to the industrious fishing havens of the south-western archipelago.



Along with a vast banquet table, we were given a hamper stuffed with jars and paper bags sagging promisingly with raw ingredients, and a Fjällräven kånken backpack – the Swedish design classic turned hipster must-have – that clinked with shiny cooking equipment. There wasn’t a rustle of polyethylene to be heard.

With a guide to the local flora in one hand, I started grabbing with the other. I clutched at fistfuls of slithering kelp, which danced like a swarm of eels on the water’s edge, and crunchy salt-stiffened kale that sprouted resolutely from crevices while the potatoes spluttered away in a pan of fresh seawater.

# Anders Husa & Kaitlin Orr, NO & US

## The Edible Country Göta Kanal & Läckö Slott



andershusha • Följ  
Läckö Castle

andershusha In the green paradise of garden master @simongirvine – the «slottsträdgård» (castle garden) of Läckö Slott. Simon Irvine is one of those remarkable people who leaves a lasting impression. Rarely have I met someone so passionate about growing vegetables. His garden is fully organic and produces exceptionally tasty vegetables, but it's also strikingly beautiful. His philosophy is the opposite of monoculture. When Irvine grows a row of cabbages, he plants flowers in between, because the two do not fight over the same resources. It also makes the cabbages look much prettier. ☺☺☺ All the vegetables of Simon's garden go to restaurant @hvitahjorten where we are dining

Gillas av [anncharlottec](#) och 297 andra  
DEN 17 SEPTEMBER

Lägg till kommentar... Publicera



andershusha • Följ  
Göta Canal

andershusha When you dine at one of the 13 tables that are part of the Edible Country, you actually have to cook your own meal! A nearby hotel or restaurant equips you with ingredients and cooking gear. We cheated a little bit and had a chef from @norrqvarnhotell – @gunnarvanrijn – help us out, but he mostly made us do the cooking. It was easy enough when the produce was as amazing as what we worked with here. ☺☺☺ #sponsored trip by @visitsweden.no @visitsweden @vastsvverige @westsweden

Gillas av [anncharlottec](#) och 304 andra  
DEN 19 SEPTEMBER

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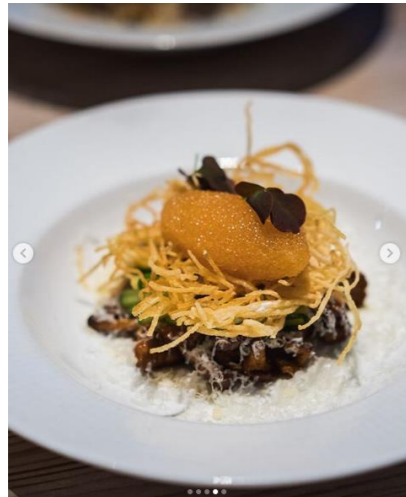


andershusha • Följ  
Göta Canal

andershusha Today, we had a crayfish party, traditional Swedish «kräftskiva», along Göta Canal at one of the 13 Edible Country tables. Missing the hats, bibs, snaps, and songs, though. «Helan går ...» 🍷🍷☺☺☺ #sponsored trip by @visitsweden.no @visitsweden @vastsvverige @westsweden

Gillas av [westsweden](#) och 303 andra  
DEN 18 SEPTEMBER

Lägg till kommentar... Publicera



andershusha • Följ  
Hvita Hjorten

andershusha When nature decides your dinner. 🌿🍷 Restaurant @hvitahjorten cooks whatever @simongirvine delivers to them from the castle gardens at Läckö Slott. He has 12 kilos of sage! They make sage and sorrel ice cream and serve it with blueberries, almond cake, and rapeseed caramel. 🍷🍷🍷 At the time of our visit, Swiss chard was also at its peak, so it got company from a pike perch (local lake fish) and a butter sauce with French basil (Simon Irvine let us have a taste of this in his garden and it's so intensely aromatic!) ☺☺☺ Finally, we got a taste of the Vänerm löjrom (vendace roe) in combination with chanterelles, zucchini, fried potato strings, and grated cow's milk

Gillas av [anncharlottec](#) och 397 andra  
DEN 17 SEPTEMBER

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carnivorr • Följ  
Norrkvarn

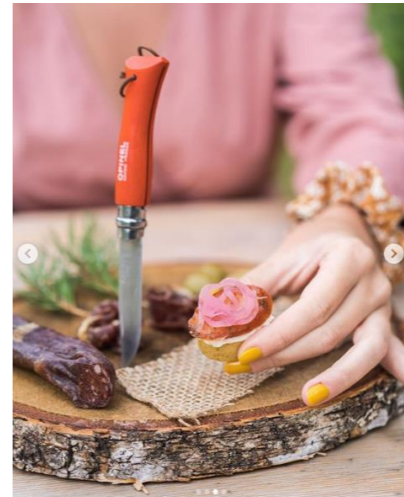
carnivorr And voila! Our finished meal in the Edible Country, cooked outside in the Swedish nature using a lot of locally foraged ingredients. Swipe to see all the dishes, and behind the scenes shots of us cooking the meal! #CarnivorrSweden

stevpey What was the meat that was cooking?

norrqvarnhotell 🍷🍷🍷

Gillas av [westsweden](#) och 297 andra  
DEN 20 SEPTEMBER

Lägg till kommentar... Publicera



andershusha • Följ  
Göta Canal

andershusha Our meal at the Edible Country table along Göta Canal in reverse order. 🍷☺☺ We ended with raspberry & yogurt tart. Main course was a Swedish «nature taco» – potato pancake topped with fried chanterelles, kale, tomatoes & zucchini. Starter was a selection of house-made charcuteries from @norrqvarnhotell. Thanks to @gunnarvanrijn for helping us cook! #sponsored trip by @visitsweden.no @visitsweden @vastsvverige @westsweden

Gillas av [anncharlottec](#) och 305 andra  
DEN 19 SEPTEMBER

Lägg till kommentar... Publicera





# En av världens bästa matdestinationer

Artikel i National Geographic samt svensk media

| TRAVEL |

## The world's best food destinations in 2019

Whether it's an Italian temple of gastronomy or an Indian veggie paradise, some places seem to have good food woven into their DNA. From Mendoza to Mysore and Bologna to Beirut, we pick out some of the best destinations for food lovers | Monday, 8 April 2019

### SWEDEN: GOTHENBURG AND WEST COAST

The gateway to Sweden's island-strewn west coast, Gothenburg is a buzzing, student-filled city. You'll find laid-back coffee bars for fika (the caffeine- and pastry-fuelled afternoon pitstop that's a Scandi obsession), plus plenty of places to indulge in prawn-topped smörgås (open sandwiches) or ambitious creations based on foraged, fished and fermented local produce. In graffitied bars that walk the line between hipster chic and dockside industrial, there are inventive local brews and cocktails, too. Above all, this area is Big Five country. Langoustines, lobsters, oysters, prawns and mussels thrive in the waters around the craggy coast and the thousands of islands to which city residents retreat at weekends.

**Essential stops:** [Salt & Sill](#) on the island of Klädesholmen is the place to try a floating sauna, then dine on a 'flight' of herring. Half an hour further north, the wild Bohuslän coast hosts 'shellfish safaris' and seasonal lobster festivals. Dine on your own haul of mussels, fresh from a fishing expedition — they're cooked and served in an old waterfront clapboard clock tower in the fishing hamlet of Lyckorna.

**Alternative:** For a similarly seafood-centric escape, explore northern Spain's coastal region of Asturias, travelling from the foodie destination of Santander to smaller fishing villages such as Lastres and Rodiles. *SB*

go:teborg&co

## Göteborg är en av världens bästa matdestinationer!

24.5.2019 10:35:11 CEST | Göteborg & Co AB

Dela [f](#) [in](#) [t](#) [p](#) [e](#) [w](#)

National Geographic har listat 2019 års bästa matdestinationer i världen. Med på listan finns Göteborg och Västsverige som enda nordiska destination.



Foto: Tina Stafrén/Göteborg & Co.

Göteborgs-Posten

Riktig journa

Nyheter Ekonomi Sport Kultur Ledare Debatt



Mitt GP E-tidning Erbjudande

Fria ord



Sofia B Olsson är kökschef på restaurang vRÅ på Posthollet i Göteborg. Hon håller med om att Göteborg är en av världens bästa matdestinationer. Bild: Per Wahlberg

Den här artikeln ingår för dig som är kund.

## Göteborg är en av världens bästa matdestinationer

Göteborg • En av världens mest kända tidskrifter, National Geographic, har listat de bästa matdestinationerna i världen 2019. Som enda nordiska destination med på listan finns Göteborg och den svenska västkusten.

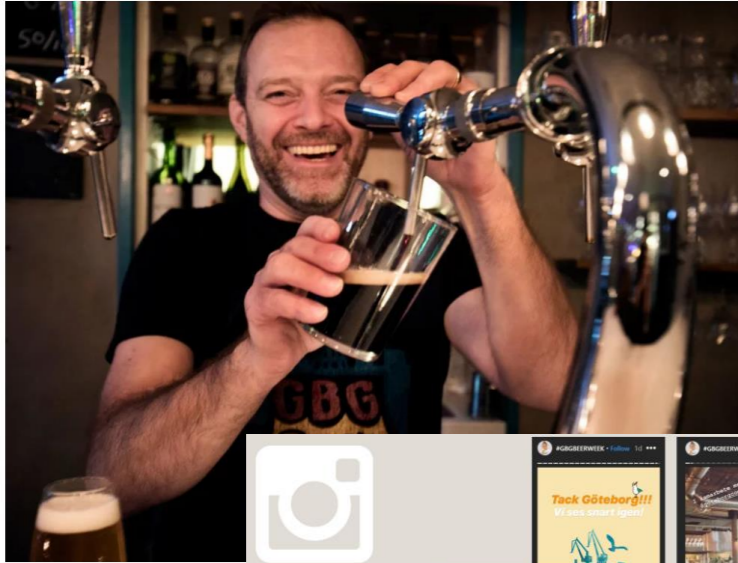
# Exempel 2019 – Gbg Beer Week

FOOD&WINE

Gothenburg: The Swedish City That Quietly Became a Cr...



## Gothenburg: The Swedish City That Quietly Became a Craft Beer Destination

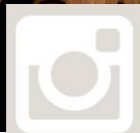


Superstudio D&D

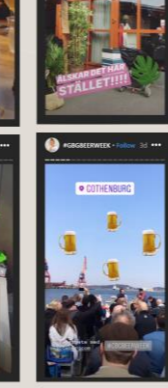
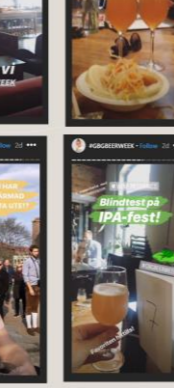
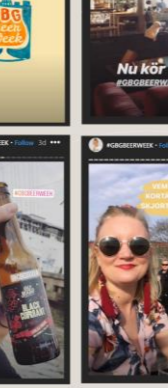
Sweden's second largest



@ikoketmedanders  
Story



@josefinethequeen  
Story



# FOODEPEDIA

Home Restaurants Drink Cooking Food Books B.L

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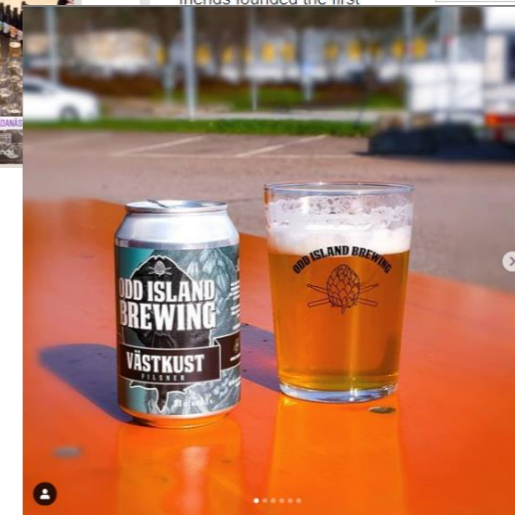
## Getting The Beers In. Gothenburg Beer Week

by Mike Fairbrass - Monday April 22, 2019 9:04 am

There's a remarkable wealth of craft beer brewing in Sweden, Mike went to Gothenburg to sample as many as he could during GBG Beer Week.

If Stockholm is a sophisticated urban female in a cocktail dress, Gothenburg is her little scruffy sister drinking beer in tee shirt and jeans.

Gothenburg is Sweden's beer capital with brewery history dating back to 1621. No wonder a local group of friends founded the first



johnny\_warwick • Följ  
Odd Island Brewing

johnny\_warwick Sunday, I joined an Adhoc tour of the breweries located around Molndal and Molndal for @gbg

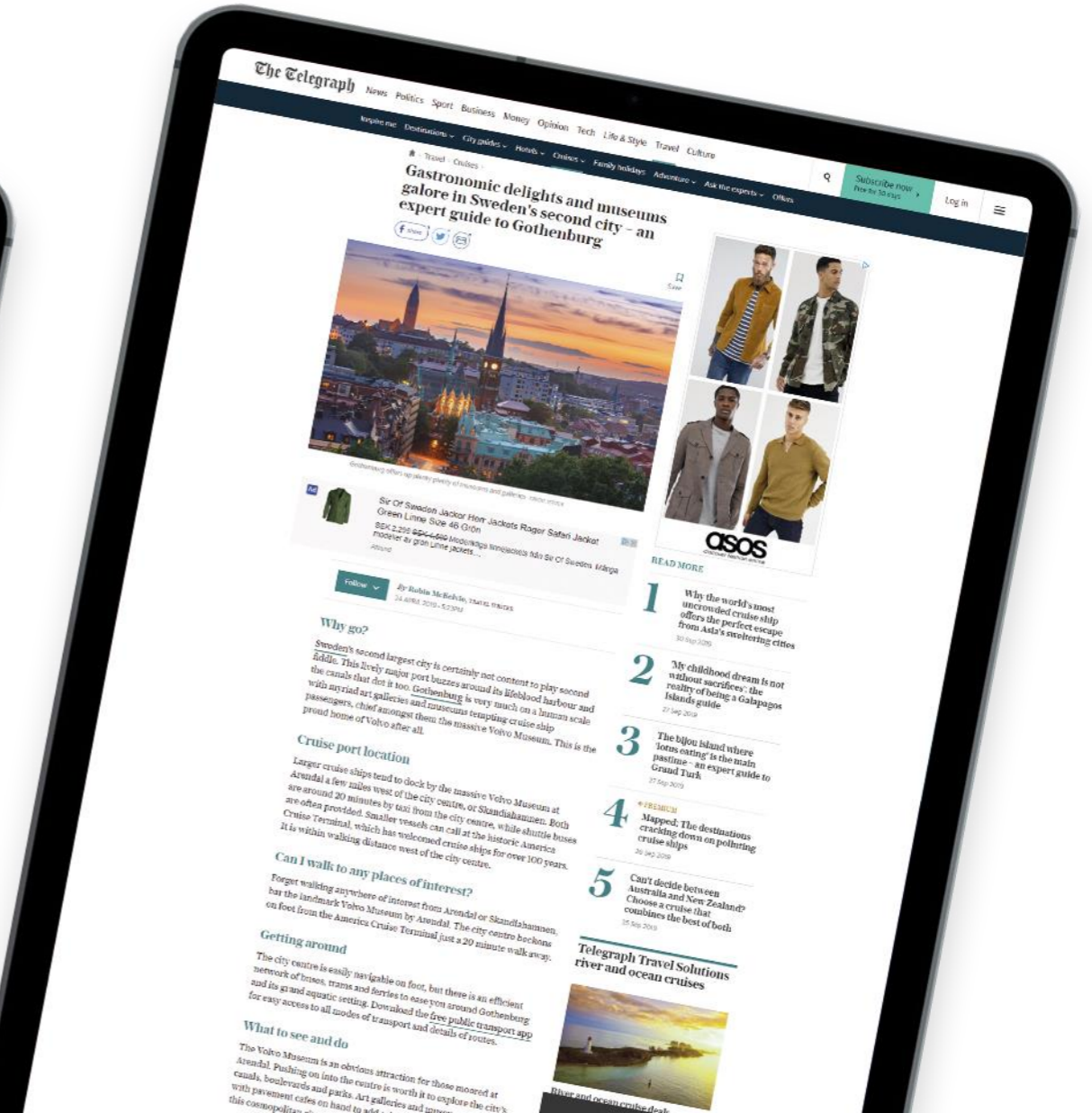
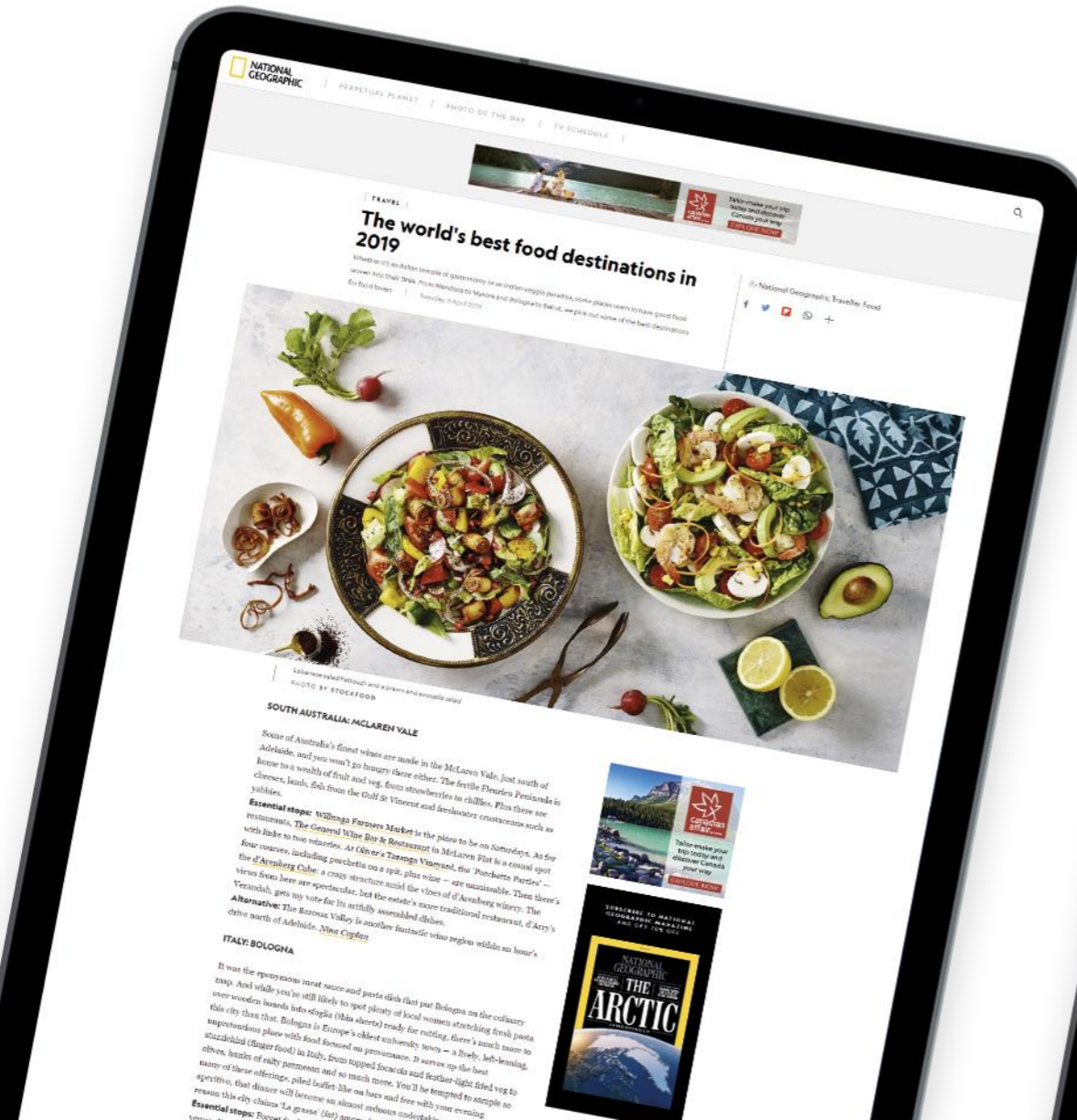
Visit the link in my profile to see today's event around @Goteborgcom @oddislandbrewing is a micro-brewery run by Peter Iwers and Daniel Svensson, former Swedish heavy metal members of the band In Flames. Smooth tasting range of beers, perfect for sunny days, they only craft beer they would drink themselves. To coincide with Gothenburg beer week, Odd Island Brewing launched a new Raspberry Passion Sour Ale.

@yxjsjonshumlegard is now in their second year of hon arwin an

45 gilla-markeringar  
FÖR 35 MINUTER SEDAN

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# National Geographic och Telegraph Travel Cruise - UK



# Vegan Food & Living - England



# Food & Wine - USA

EXPLORE FOOD&WINE

HOME > TRAVEL

## Where to Eat, Drink, and Play in Gothenburg, Sweden's Second-Largest City

From Swedish craft beer and natural wines to Gothenburg's most infamous (and delicious) sandwich, here's how to navigate the city's booming restaurant scene.

By Andrew Parks | January 31, 2019




PHOTO: COURTESY OF NORDA

As the second largest city in Sweden, Gothenburg may trail Stockholm in population and trend pieces but it's no less obsessed with design (see: the soon-to-be reopened Röhsska Museum), crime fiction, underground music—this is the home of melodic death-metal (At the Gates, In Flames) and progressive electro-pop (The Knife, Little Dragon), after all—and, of course, food. Yes, you don't need a reservation at Noma to feel complete. Not when its neighbors up north have access to some of Scandinavia's freshest seafood, along with six Michelin-starred restaurants that showcase their own top-notch ingredients and refined techniques. Read on to find out how to make the most of a four-day visit to this up-and-coming culinary capital.

Who: Anyone who appreciates Scandinavian culture, but wants to look beyond light, misleading reads about lagom and hygge living. (A recent *Guardian* column helped put those two in perspective, once and for all.)

Where: Hiding in plain sight at the coastal halfway point between Stockholm and Oslo, deep in the industrial heart of the city, Gothenburg's waterways that reflect the city's history as a major port.

Microsoft Azure

### Börja bygga appar i dag med över 25 kostnadsfria tjänster

Prova Azure kostnadsfritt >

EXPLORE FOOD&WINE

HOME > BEER

## Gothenburg: The Swedish City That Quietly Became a Craft Beer Destination

Sweden's second largest city has the country's biggest (and best) beer scene.

By Mike Pomranz | April 16, 2019





PHOTO: SUPERSTUDIO D&D

The canals of Venice they are not, but who needs a singing gondolier when you have a Swedish guy handing out beer? To kick things off at this year's GBG Beer Week in Gothenburg, billed as Sweden's original craft beer week, organizers repurposed a Paddan canal boat typically used for guided tours of the city's waterways into a temporary booze cruise with stops at four breweries — Vega, O/O, Spike, and John Scott's — a chance for visitors to get an initial glimpse at the booming beer scene which now boasts upwards of 40 brewers, nearly a fifth of all Swedish producers.



AFOUND

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