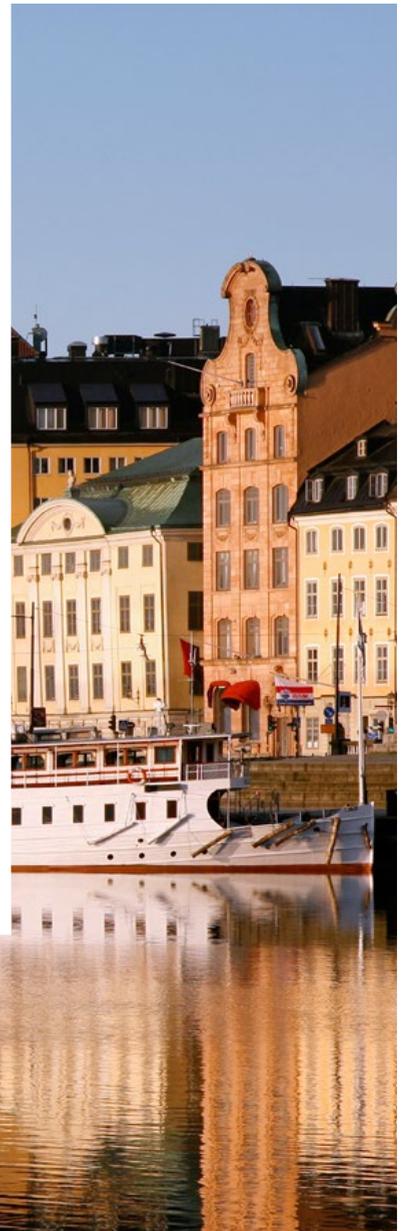




STOCKHOLM

MAY 2014

Bourse d'Or
EUROPE
2014
SIRHA SPIRIT





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WELCOME



WE ARE HONORED to arrange the Bocuse d'Or Europe in May of 2014. We have already begun the preparations to create the best possible conditions for the competing chefs as well as the many fantastic supporters that will follow along in the journey that it is to select the best chefs of Europe. Our goal is to create a unique Swedish gastronomic gathering where the chefs are in focus, where food is the topic and where people can really enjoy themselves.

Spring is truly the time when Stockholm is at its best and our capital has lots to offer that we are excited to share with you. Our Nordic climate, with four varying seasons and nine climate zones has shaped the produce that is the basis of our traditional food culture. Swedish people, chefs and producers regularly gather lots of inspiration as well as produce straight from nature.

In Sweden we are proud of our gastronomic heritage and our traditional food culture, whilst at the same time being open to new influences and cultures. This leads to an innovative state of mind and an open point of view that gives a

broad and dynamic food market as well as a multicultural restaurant scene. During your stay you will probably experience things such as pickled herring, smoked reindeer and small sweet cookies in a traditional market, but also bustling bars and meeting places with a global feel and even some of the world's most interesting eateries, not seldom run by a Swedish chef with a history as a competitor in the Bocuse d'Or.

Bocuse d'Or Europe is first and foremost an important cooking competition, but also a unique possibility for all of us to meet, converse, network and be inspired. Me and my Swedish colleagues are very much looking forward to your visit and hope that we together will create some lasting moments, moments that become memories for life.

We wish you a warm welcome to Stockholm in 2014!

Mathias Dahlgren

PRESIDENT, SWEDISH BOCUSE D'OR ACADEMY

BOCUSE D'OR EUROPE 2014

BOCUSE D'OR EUROPE will for the first time be arranged in Sweden and will run within GastroNord at Stockholmsmässan in Stockholm during May 7–8 2014. All the Swedish top chefs and the branch of gastronomy will create a unique competition with the best possible conditions for the competing chefs as well as many fantastic supporters. Our goal is to create a Swedish gastronomic gathering where the chefs are in focus, where food is the topic, where people can really enjoy themselves and inspire each other.

We will give all teams, supporters and spectators the opportunity to experience and discover “Sweden – the new culinary nation”, good food and extraordinary food experiences – a combination of Sweden’s nature, special flavors and some of the purest raw ingredients in the world.

During the competition in May 2014 it’s the time when Stockholm is at its best. Stockholm during May is a Stockholm which will show its best with spring in full blossom and the archipelago in the background.



“To arrange Bocuse d’Or in Stockholm is an honour, a unique opportunity to meet colleagues and also to inspire and to be inspired. A warm welcome to taste Sweden – the new culinary nation”

– HENRIK NORSTRÖM





BOCUSE D'OR

- » **In Bocuse d'Or Europe**, twenty nations with representatives are competing. This will qualify them to the most prestigious competition for all chefs – Bocuse d'Or.
- » **Bocuse d'Or**, the world's most prestigious cooking competition, was started in 1987 by star chef Paul Bocuse. Often referred to as the world championships for chefs, today the competition has gone global and become so large that you have to compete in regional qualifying rounds. These are held in Latin America, Asia and Europe. The competition is arranged every second year and a total of twenty-four countries are aspiring to win the grand prize.
- » **The rules** for Bocuse d'Or Europe are the same as for Bocuse d'Or. The competing chefs and commis are required to present one fish dish and one meat dish within a limit time of 5 hours and 35 minutes. Both dishes must be accompanied by at least three garnishes and one sauce. The chef is free to choose the garnishes. The main ingredients for the fish dish and the meat dish have been set by Bocuse d'Or.
- » **The dishes** are judged by a fish jury and a meat jury consisting of one judge from each competing country.
- » **The next** Bocuse d'Or is arranged in Lyon in 2015.

SWEDEN

THE NEW CULINARY NATION



THE SWEDISH GOVERNMENT has a vision; Sweden – the new culinary nation in Europe. We want to create new jobs and growth by investing in gastronomy, food production and tourism. This vision extends all the way from field to fork, from the public sector to restaurants.

The Swedish culinary tradition is to use products of the highest quality. The cold dark waters of Sweden's west coast provide us with some of the best oysters and lobsters in the world. In our forests blueberries, lingonberries and cloudberries grow in the summer followed by the golden chanterelles and porcini in the fall. We have wild game and lamb, beef and pork, available throughout the country. Our skillful farmers supply produce with attention to animal health and welfare. Swedish chefs are renowned for their ability to make the best out of these natural ingredients with a blend of tradition and innovation. And our innovative food industry and tourism sector is growing.

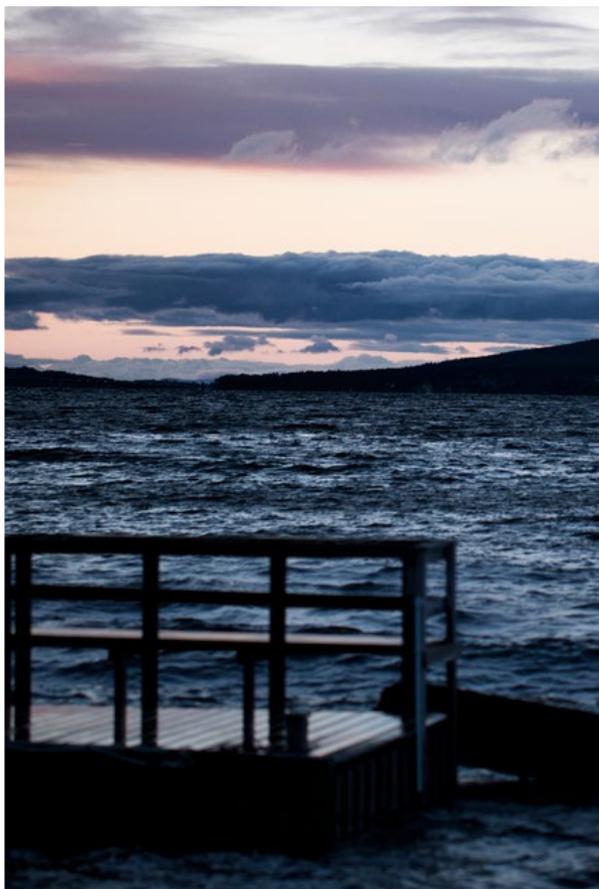
With the Swedish government's vision, Sweden – the new culinary nation, more people will have access to our food culture. The strategy to make this vision a reality brings together a number of projects focusing on five areas;

primary production, processed food, food in the public sector, restaurants and food tourism.

It's all about good food and extraordinary food experiences – a combination of Sweden's nature, special flavors and some of the purest raw ingredients in the world. It's about creative chefs and a modern, environmentally aware approach in the restaurants and the whole food industry.

It's also about how food is a part of the Swedish lifestyle. How hunting in the forests, fishing in the lakes and foraging in the forests are important parts of life in Sweden. And how





enjoying food that tastes good, that is good for you, and that is produced in a responsible and environmentally sustainable manner is the way of the future.

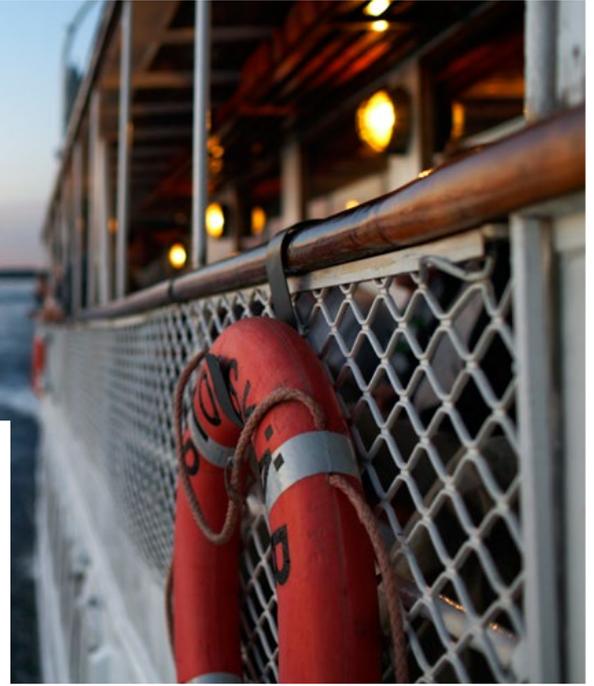
The Swedish Bocuse d'Or Academy and Gastronomi Sverige work towards the same goal; to inspire everyone to visit Sweden to experience great food.

We are now looking forward to the spring of 2014 as an important milestone in realizing the vision Sweden – the new culinary nation.

Eskil Erlandsson

MINISTER OF RURAL AFFAIRS, SWEDEN





STOCKHOLM
ONE OF THE WORLD'S
MOST BEAUTIFUL AND
INNOVATIVE CITIES





Welcome to Stockholm – The Capital of Scandinavia!

STOCKHOLM IS the city of green and blue. This is where sea meets lake. Stockholm is built on fourteen islands, linked by 57 bridges and the presence of water is always tangible. You can feel it in the air and see it reflected in the light.

Stockholm is a ground breaking, welcoming and innovative city in many ways. Fashion, technology, music, film, design and the gaming industry thrive here like never before. It is a place where creativity flows, and where dreams and new ideas are realised.

This also applies to gastronomy. Visitors can count on out of the ordinary food experiences with a bursting restaurant scene covering everything

from innovative gastropub-style to restaurants of international acclaim, several demonstrating their very own take on Nordic cuisine.

Many of the Stockholm restaurants focus on locally produced primary ingredients as do many of the city's inhabitants. In the middle of Stockholm you will find fishermen catching salmon and trout, and a whole movement of city farmers growing their own crops under one of the city bridges. In Stockholm you will also find a sourdough hotel, microbreweries and several small independent exclusive food studios.

We are very proud that Bocuse d'Or Europe 2014 will be arranged in Stockholm.



BOCUSE D'OR EUROPE 2014 AT STOCKHOLMSMÄSSAN 7–8 MAY



BOCUSE D'OR EUROPE 2014 will be held at Stockholmsmässan in conjunction with the GastroNord fair. GastroNord is Northern Europe's most important trade fair for the hotel-, restaurant- and catering industry. The interest in food has grown exponentially in the Nordic market since GastroNord was first launched in 1985 and is today an important fair for business opportunities centered on gastronomy.



GastroNord attracts around 20 000 visitors from the entire food and beverage industry. GastroNord, as well as the Vinordic beverage trade fair (attracting 9 000 visitors), is open May 6–9 2014.



Hosting around 70 leading exhibitions and hundreds of national and international congresses, conferences and corporate events every year, Stockholmsmässan is the largest exhibition and congress center in Scandinavia. Exhibitions cover a large range of topics, from technology and engineering over furniture and interior design to food and beverages. The venue is situated in Stockholm, close to the commuter train station with direct connections to the Central Station and Arlanda Airport. Every year Stockholmsmässan hosts over 1 million visitors, 10,000 exhibitors and 7,000 journalists from all over the world.



GASTRONOMI SVERIGE

GASTRONOMI SVERIGE is the organisation supporting Sweden's entry to Bocuse d'Or. Its mission is to develop the Swedish cuisine and educate about Swedish gastronomy in and outside of Sweden.

Gastronomi Sverige is founded and owned by The Swedish Bocuse d'Or Academy. The academy is represented by the Swedish top-chefs that have all successfully competed in Bocuse d'Or, along with a few specially selected members. The members of the academy all contribute to the Swedish food industry by sharing their own experiences. They also carry the responsibility to carefully select the next Swedish entrant to represent Sweden in the world's most prestigious food competition and support him or her throughout the entire process.

Gastronomi Sverige is an important initiative in helping Sweden as a culinary nation to reach across the borders. Arranging the competition in Stockholm in 2014 will spotlight



Sweden and create an outstanding opportunity for Gastronomi Sverige.

“Our vision is to arrange the best possible competition ever for Bocuse d'Or Europe 2014. Each and every visitor, competitor and team member will have had a taste of Sweden at its best before they go back home”, says Frida Rönnlund, President of Gastronomi Sverige.

Sweden's patron at Bocuse d'Or Europe in Stockholm 2014 is H.R.H. Prince Carl Philip of Sweden.

The members of The Swedish Bocuse d'Or Academy include: Melker Andersson, Markus Aujalay, Jonas Dahlbom, Mathias Dahlgren, Fredrik Eriksson, Sven-Åke Larsson, Christer Lingström, Henrik Norström, Paul Svensson, Jonas Lundgren, Tommy Myllymäki and Kurt Weid.

President of The Swedish Bocuse d'Or Academy is Mathias Dahlgren, gold medalist of Bocuse d'Or in 1997.



SWEDEN'S COMPETITORS 1987–2013



2013
ADAM DAHLBERG



2011
TOMMY MYLLYMÄKI
Bocuse d'Argent (2nd)



2009
JONAS LUNDGREN
Bocuse d'Argent (2nd)



2007
MARKUS AUJALAY
5th



2005
JONAS DAHLBOM
4th



2003
PAUL SVENSSON
5th



2001
HENRIK NORSTRÖM
Bocuse d'Argent (2nd)



1997
MATHIAS DAHLGREN
Bocuse d'Or (1st)



1995
MELKER ANDERSSON
Bocuse d'Argent (2nd)



1993
FREDRIK ERIKSSON
7th

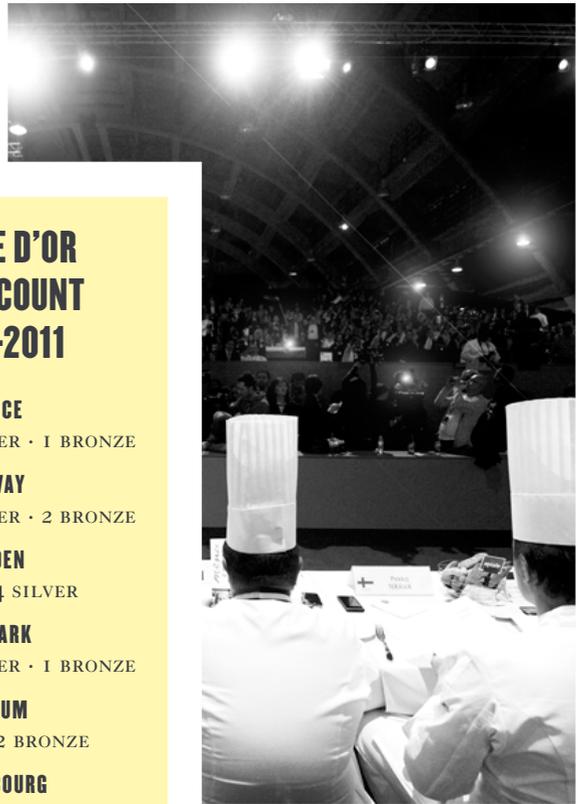
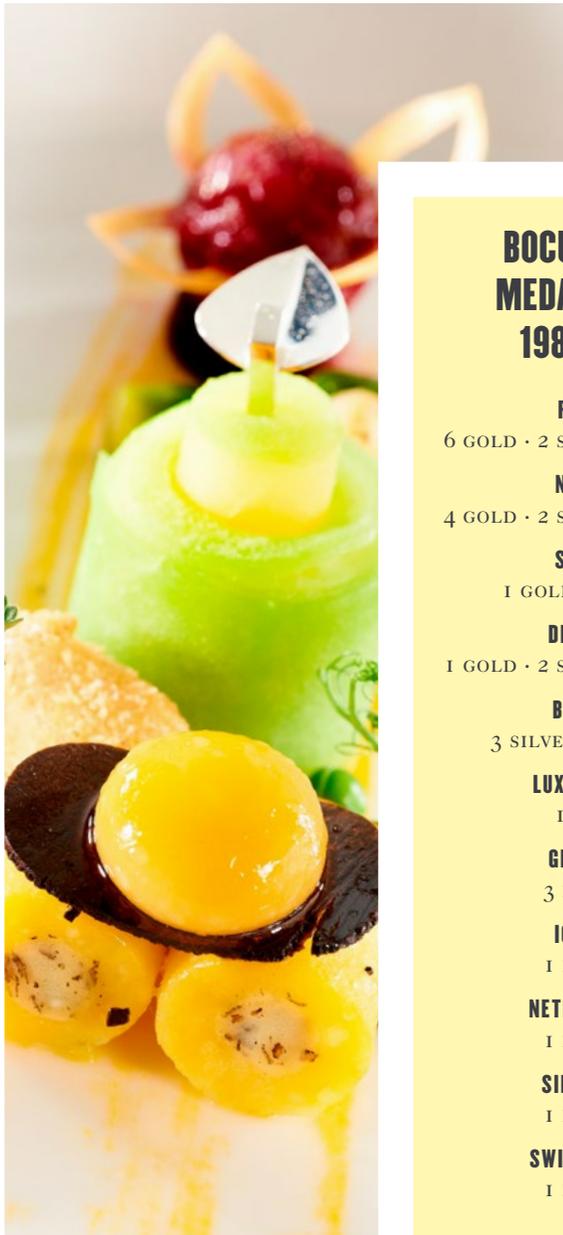


1991 & 1989
CRISTER SVANTESSON
5th & 12th



1987
CHRISTER LINGSTRÖM
DNQ





BOCUSE D'OR MEDAL COUNT 1987–2011

FRANCE

6 GOLD · 2 SILVER · 1 BRONZE

NORWAY

4 GOLD · 2 SILVER · 2 BRONZE

SWEDEN

1 GOLD · 4 SILVER

DENMARK

1 GOLD · 2 SILVER · 1 BRONZE

BELGIUM

3 SILVER · 2 BRONZE

LUXEMBOURG

1 GOLD

GERMANY

3 BRONZE

ICELAND

1 BRONZE

NETHERLANDS

1 BRONZE

SINGAPORE

1 BRONZE

SWITZERLAND

1 BRONZE



PHOTOS

Cheap Shot; Olle Nordell, Gastronomi Sverige, GL Event, Link Image; Felix Odell
Stockholmsmässan; Gustav Kaiser, Stockholm Visitors Board; Jeppe Wikström
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VOL; Vince Reichardt

GASTRONOMI | SVERIGE

GASTRONOMISVERIGE.SE

