



**Lauku Ceļotājs**

[www.celotajs.lv](http://www.celotajs.lv)

# **Baltic Sea Culinary Route meeting in Riga**

17.02.2015. Riga

# LOGO AND BRANDING



## Poland



Owing to its location and history, Poland has very rich culinary heritage. Many Polish dishes exhibit traces of the cuisine of the East and West, North and South. Polish dishes have always been full of flavours and aromas. They have been seasoned with many local herbs, as well as spices brought from faraway lands. While our cold meat, bread and dairy products are already known in many countries, a number of delicious soups and different kinds of roast meat are still waiting to be discovered.

<http://www.poland.travel/en/> <http://www.minrol.gov.pl/eng>

## Germany



Northern Germany's culinary facets are as manifold as this piece of land is. Right at the top of the menu is fresh fish, prepared in several ways. Potatoes, cabbage, game along with specialities made from sea buckthorn are also typical of the North. Locals and tourists celebrate the tasty, healthy dishes as part of the fish festivals, cabbage weeks and potato days. The island of Rügen is a region famous for its unique nature and a great variety of regional products.

[www.auf-nach-mv.de/kulinarik](http://www.auf-nach-mv.de/kulinarik) [www.ruegenprodukte.de](http://www.ruegenprodukte.de)  
[www.culinary-heritage.com](http://www.culinary-heritage.com)

## Denmark



The savour of Denmark is a fascinating mixture that embraces both the gourmet of The New Nordic kitchen as well as the traditional local cuisines. Food production in the country takes place in close harmony with Mother Nature and in fact often requires careful protection of the natural environment. As a result, the natural larder is rich and varied. Taste the delicious oysters during Oyster Trophy Week in weeks 7 and 42 or join the Wadden Sea Lamb Festival in the beginning of June or the Red Deer Festival in September.

<http://sydvestjyskesmagsoplevelser.dk/en/welcome/>

We are all **different** but are bound **together** by the **Baltic Sea**. With this in mind we have joined forces to **preserve** and **promote** the **local culinary traditions** found all around the Baltic coastline, **creating** unforgettable food and drink **experiences**.



# LOGO AND BRANDING



## Norway



Norwegian cuisine draws heavily on the raw materials available throughout the country. Many of the traditional dishes are results of using conserved materials. Seafood is the heart and soul of Norwegian fare, and is famous for its salmon, which also may be smoked or cured (gravet). Norwegian farmers also produce very good quality lamb. The traditional cider production has its renaissance, as well as the famous akevitt (aquavit).

[www.visitnorway.com](http://www.visitnorway.com) [www.hanen.no](http://www.hanen.no)  
[www.nasjonalturstilveger.no/de](http://www.nasjonalturstilveger.no/de)

## Estonia



Estonian cuisine has developed on the basis of traditional farm and estate cooking and offering, later following the traditions of cooking in cities. Use of domestic and local, incl. organic, foodstuffs is typical of Estonian food culture. Different seasons are clearly expressed on Estonian food table. Besides fresh and lighter summer and autumn dishes, preserves and meat dishes are prevailing on food table in winter and spring. Spring is the season of fish dishes, summer is the season of berries and autumn is the time for mushroom and game dishes.

[www.toidutee.ee](http://www.toidutee.ee) [www.visitestonia.com](http://www.visitestonia.com)

## Sweden



Sweden is one of the largest countries in Europe. With only 9,3 million citizens and merely 3 % of its surface inhabited, wild nature is one of its greatest assets. Traditional dishes are based on what the land and sea have to offer. Long, cold winters have made different methods of preservation an important part of tradition. Cured, salted and pickled fish, meats and vegetables lay at the very heart of the Swedish kitchen. Nature's pantry provides products of unique quality and diversity!

[www.frysweedish.com](http://www.frysweedish.com) [www.visitsweden.com](http://www.visitsweden.com)  
[www.culinary-heritage.com](http://www.culinary-heritage.com)

## Latvia



Latvian culinary has influences from both East and the West. It is distinctly seasonal with a strong emphasis on wild food. Spring brings birch juice, the Summer Solstice brings caraway seed cheese and beer. In Autumn, mushroom hunting and cranberry gathering becomes a national obsession. Winter is the time of smoked meat and fish, warming soups and bacon pies. For the simplest of snacks, just smear hemp butter and honey on a slice of rye bread!

[www.countryholidays.lv](http://www.countryholidays.lv) [www.latvia.travel](http://www.latvia.travel)

## Finland



Finnish food has its origins in the tastes of the nature. The wild berries, mushrooms and game animals in the forests, the fish in rivers, lakes and sea, and reindeer from Lapland provide us with strong flavours and the four seasons are shown. The location between East and West has given a powerful impact on our food. We have rich regional food and bread cultures, alongside with completely new functional food innovations.

[www.visitfinland.com/](http://www.visitfinland.com/) [www.aitojamakuja.fi/](http://www.aitojamakuja.fi/)  
[www.tasteoffinland.fi/en](http://www.tasteoffinland.fi/en)

## Lithuania



Lithuanian cuisine is known for the black rye bread, big choice of potatoes dishes, dairy products and smoked meat. Lithuanians are proud of old going traditions of local beer, mead and fruit vines.

[www.countryside.lt](http://www.countryside.lt) [www.tautinis Paveldas.lt](http://www.tautinis Paveldas.lt)



# WHAT ACTIVITIES SHALL WE DO?

- **Connected culinary routes?**
  - thematic routes
  - culinary tourism routes
  - map with the routes and services what the routes contain



# WHAT ACTIVITIES SHALL WE DO?

- **Food festivals?**
  - local ones
  - rotating BSCR food fair





# WHAT ACTIVITIES SHALL WE DO?



# WHAT ACTIVITIES SHALL WE DO?

- Protect and develop local culinary traditions?

research our traditional kitchens  
stimulate quality and modern approach

- exchange trips for cooks
- study tours for entrepreneurs /our organizations
- create a quality certificate
- seminars for rural entrepreneurs
- training literature (online)





# WHAT ACTIVITIES SHALL WE DO?

## ● Promotion

- photo and video sessions to create visual material
- joint website/mobile application (*interactive map with route, photos, videos, recipes etc.*)
- promotional literature (maps, tours, recipe book...)





# WHAT ACTIVITIES SHALL WE DO?

## ● Promotion

- participation in food shows (like IGW, Riga Food etc)
- work with tour operators (creation of database, famtrips)
- press trips



# LATVIA -ESTONIA CULINARY PROJECT

## ● Strengthen artisan food culture?



*“Artisan” is a term used to describe food produced by non-industrialised methods, often handed down through generations but now in danger of being lost. Tastes and processes, such as fermentation, are allowed to develop slowly and naturally, rather than curtailed for mass-production.*

**Bread baking / Cheese making / Confectionery / Food preservation / Brewing**



# POSSIBLE ACTIVITIES

- **Database of people / small producers who practice these skills**
- **Develop artisan food making workshops as attractive rural tourism product, available also in low-season:**
  - artisan food workshops for rural tourism entrepreneurs;
  - training and guidelines - how to develop artisan workshops as a tourism product (perhaps need foreign expert where it works nicely)
  - produce promotional material about our artisan foods and also workshops available for tourists



## Common Events

- **Agroforum Mare Balticum, Tartu 15.04.2015**

<http://agroforum.emu.ee/agroforum/>

- **Culinary Heritage Europe 12.05.2015 Sweden**

[www.simplesignup.se/private\\_event/56905/0e2e0b92a0](http://www.simplesignup.se/private_event/56905/0e2e0b92a0)

- **Baltic Sea Tourism Forum, Gdansk 22-23.09.2015**

<http://balticseatourism.net/>





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