



## PRESS INFORMATION

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Press information along with further information and high-resolution picture available at [whiteguide.com](http://whiteguide.com)

## Global Gastronomy Day with Dan Barber

September 5th at Fotografiska, Stockholm

Food is arguably the new mega-force driving change in how we live, globally and locally.

Join us for a full day of exploring how local and global gastronomy increasingly interact to achieve a sustainable food system – for more to enjoy more. This day is in honor of Dan Barber, 2016 Global Gastronomy Award laureate, one of the most influential philosophers of gastronomy in our time.

Today gastronomy is not only about enjoying food, it's also about understanding its secrets and securing our future food sources. By continuously pushing the boundaries, extending our endeavors beyond plate and kitchen, and reviewing our entire relationship to food, we can help feed people, and feed them better – not only today, but in the years to come.

### 09.30 Gastronomy Forward

*Moderator: Ingela Stenson, United Minds*

**Food – the new frontrunner of change.** For quite some time, music has served as the major driver of change along with digitalization. Today food & beverage, especially as experienced in restaurants, emerge as a new agent of change. To understand why food is becoming such a catalyst we need to deeply look into what the restaurant guests' new expectations, demands, wishes, hopes and dreams are all about. Trends like co-working, co-living, co-eating, small beats big and values beats price are changing the foundations of food society radically.

*Per Schlingmann, futurologist and Ingela Stenson, Food Trend Analyst*

**How do NOW turn into NEXT?** To understand the dynamics of the trendscape you must chart how trends reflect mega trends, which in turn reflect larger giga trends. Continuously, there is activity at the forefront of evolution. Innovative agents test boundaries, push borders and some eventually break through, taking their field of expertise in a whole new direction. How do we identify the real game-changing developments in the maze of fashions, fads and hypes. In gastronomy, it appears we're at the road's end of a giga trend that has dominated our food culture for the last hundred years or so.

*Lars Peder Hedberg, publisher, White Guide*

**Granny cooking or modernist cuisine: The roots of rational, sustainable food.** Many of today's famous chefs turn to local tradition for inspiration. Granny cooking has never been more celebrated, and sustainable food production is on everyone's lips. A parallel trend is the "scientification" of cooking, whether labelled Molecular gastronomy, Modernist cuisine or something else. This talk traces the historical roots of these two current trends. When did cooking become science, and why? Can we return to pre-modernist cooking, and do we really want to? Is the merging of granny cooking and modernist cuisine our hope for the future? *Anders Houlitz, Ph D and Senior Lecturer in the History of Science, is Head of Research at the Centre for Business History in Stockholm.*

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**2 degrees make a difference.** A new smart food and cooking technology is emerging the world over, increasingly available to restaurants and homes. Its focus is threefold: to save freshness, to bring out more flavour and culinary enjoyment, and to meet increasingly strict sustainability standards, including minimizing waste. Connected appliances and other developments within IT and smart logistics will enable getting more out of less.

*Urban Wählby, Director Food & Science, Electrolux*

**Can chicken save the world?** Did you know that chicken feet has become a big Swedish export item, helping to balance our trade with Asia? Chicken is taking over as the world's foremost animal protein, and for good reasons. It's climate smart, cheap with a good health profile and there are no restrictions against it in any major religion. Sweden has one of the healthiest poultry livestock in the world, and is working hard to attain a sustainable chain all the way from earth to hearth.

*Maria Donis, GM, The Swedish Poultry Meat Organization*

**Taste for waste.** Prized as the "Flavour Developer of the Year, 2016" by White Guide and the Swedish Food Federation, Nils Wetterlind and his company have shown how all parts of ecological products can be utilized in food production with huge culinary and resource benefits. Worn-out laying hens and ugly veggies are his claim to fame, while his company expands to new domains, underestimated to date. Here he will talk about his passion for Jewish chicken soup, animal rights and crazy eco maniacs.

*Nils Wetterlind, Founder, Scandinavian Organics*

**Gastronomy Beyond – kicking off the afternoon.** New thinking in gastronomy often reaches far outside the plate and the goings on in the kitchen. In fact, some of the most groundbreaking developments have relevance – and impact – outside of food altogether, influencing lifestyles, health, education and culture. More often than not, there is an essential sustainability element. We call it Gastronomy Beyond. Through its Global Gastronomy Award, White Guide has honoured some of the great innovators in worldwide gastronomy, whose work is not confined to food forward only but to gastronomy beyond.

*Lars Peder Hedberg, publisher, White Guide*

## 14.00 Global Gastronomy Award

### 14.15 Gastronomy Beyond

*Moderator: Ingrid Yllmark, Electrolux Professional*

**Seeds: Cultivating the Future of Flavor – Dan Barber.** Dan Barber explores the culture, history and cuisine behind seed breeding—from landrace varieties to chef and plant breeder collaborations.

**Rethinking food – the key entry point to global sustainable development.** Food is now the strongest driver for reduced public health globally, with rapidly increasing rates of obesity, and continued high rates of undernutrition. Food production is also one of the major drivers of global environmental change. In the search for solutions we need to look more at food culture, and the role of gastronomy, in finding attractive and tasty solutions. We also need to find incentives to support food producers to take a stronger role as planetary stewards.

*Line Gordon, Associate professor and Deputy Director of Stockholm Resilience Centre*

**Is the future blue? Towards a sustainable future with the Blue Economy.** Entrepreneurs of the Blue Economy community are changing the rules of the game for how food and nature can inspire us. Generating innovative business models that are capable of bringing competitive products and services to the market, the Blue Economy responds to basic needs while building social capital and staying in harmony with nature's evolutionary path. 4 billion dollars have been invested into more than 200 projects and amazing innovations by entrepreneurs around the world. Who's next?

*Ola Jönsson, co-founder, Coest and Matts Johansson, founder, da Matteo*

**World Chefs – 10 million chefs in 103 countries.** What's cooking when 10 million chefs come together? WorldChefs without Borders offer their know-how, they innovate, they share and rescue situations. To make a difference for the better, a charged WorldChefs network is a powerful tool. WorldChefs is a global voice on all issues related to the culinary profession.

*Ragnar Fridriksson, MD WorldChefs*

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**Aiming for Gold in Sustainability.** When the Swedish Culinary Team competes for Gold in the Culinary Olympic in Erfurt with a Dan Barber-inspired menu later this year, it's not only about excellence in gastronomy, but excellence in sustainable gastronomy. "Respect for the Resources" will permeate everything, including transports, clothes, packaging, tools, techniques and of course the selection and use of produce.

*Sebastian Gibrand, Team Captain Swedish Culinary Team*

**Food Systems – a fresh perspective.** The greatest cause of environmental damage and ill health is our industrial food system. So how do we move towards food systems that are more biodiverse, just, beautiful and resilient? The EAT Foundation is an organisation that is attempting to do just that, with a fresh perspective, the freedom to challenge the status quo and the flexibility to do things differently. Through two projects, the Chefs Network and the C40 Food Systems Network, EAT will showcase how it collaborates and co-designs to develop new food system solutions.

*Natalie Molino, Policy Projects Coordinator, EAT Foundation*

**Going circular in Paradise and elsewhere.** To attain full sustainability in retail it's not enough to offer a full assortment of natural, organic and locally sourced products, you must see to that the operation itself is run sustainable. Stores must minimize waste in all instore handling and apply circular approaches, such as using food close to expiration date in the in-store restaurants and juice "ugly" produce.

*Johannes Cullberg, Founder, Paradiset Grocery stores and Lena Ilkjær, Editor-in-Chief, White PAPER*

### A call to action!

In collaboration with



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