



ARCTIC GASTRONOMY

The theme chosen for Jokkmokk Winter Market 2018 is Arctic Gastronomy. The food culture in the Arctic region of Sweden is characterised by its first-class produce and a local food culture influenced by the change in seasons and a sustainable approach to the produce. In Jokkmokk there are also many talented entrepreneurs in all stages of production from raw produce processing to culinary craftsmen and restaurants. Today there is a greater interest for food, cooking and food culture than ever before and the interest in Swedish gastronomy is internationally high.

– By choosing Arctic Gastronomy as the theme for Jokkmokk Winter Market 2018 we want to focus on Gastronomic Experiences and inspire co-organisers and entrepreneurs to think innovatively and thereby develop exciting new packages based on our local arctic culture, says Birgitta Nilsson, Market Director for Jokkmokk Winter Market.

The Swedish gastronomic wonder has attract great attention internationally and restaurants like the Fäviken Magasinet have become gastronomic travel attractions to a global audience. The major focus for the National Visiting Organisation Visit Sweden and the regional organisation Swedish Lapland Visitors Board will, for the next few years, be on marketing gastronomic experiences in Sweden, and the Arctic region in particular, to cater to international target groups. Jokkmokk with its unique Arctic, close to nature, lifestyle, its old traditions of culinary crafts and sustainable food culture together with a strong characteristic of Sami culture, have all the prerequisite to be even more recognised internationally.

Jokkmokk Winter Market is one of the worlds oldest recurring and consecutive markets since founded in 1605 and, according to David Björkén Communicator at Jokkmokk's Municipality, it attracts global interest.

– When analysing the traffic to our webpage we can tell it is mainly international visitors, hence us focusing on improving our ability to communicating the brand Jokkmokk Winter Market towards an international audience, said David.

– A theme such as Arctic Gastronomy will be extremely exciting to work with from a communications perspective and I believe it will strengthen the Jokkmokk Winter Market brand, especially towards international target groups, says David Björkén.

During spring and summer our co-organisers and entrepreneurs will work on creating new Gastronomic Experience packages. Petra Holmblom, working as a business developer at destination Jokkmokk, hopes the work will strengthen Jokkmokk as a destination for Culinary Travel:

– The choice of having Arctic Gastronomy as a market theme can create a foundation for very exciting new collaborations and product developments that has enormous potential to ultimately expand Jokkmokk's range of gastronomic dining experiences and local culinary craft.

During autumn, the completed experience packages will be presented on Jokkmokk Market's new website, and will then be available for bookings ahead of the market weekend in February.