

A photograph of a restaurant table with several white plates of food, including a salad and a main course, and wine glasses. The background is blurred, showing a warm, dimly lit restaurant interior.

2ND WEBINAR FOOD TOURISM IN THE BALTIC SEA REGION

19.3.2026
14:00 - 15:30 UTC+2 (EET)



visit estonia

Visit Tallinn



ProAgria



European unionin
osarahoittama



Elinvoimakeskus



OULU



BUSINESSOULU

TODAY'S AGENDA

From local ingredients to market-ready food tourism

- Erik Wolf, MA, CCTP, MCTP, Founder and Executive Director, World Food Travel Association

Food tourism development in tourism networks

- Sari Kasvi, Project Manager, Travel industry internationalization, coaching and tourism marketing, BusinessOulu

Taste Estonia - Building a Strong Food Tourism Destination

- Helina Andruskevitsus, Food Tourism Manager, Visit Estonia

DMO Visit Tallinn food sector support and development

- Hele Lõhmus, Tourism Development Project Manager, Visit Tallinn

Estonian Wine Trail: Developing a Unique Culinary Journey Across Estonia

- Gregor Alaküla, Owner, Valgejõe Veinivilla

Tartu County Food Region 2025: Showcasing Local Flavours and Innovation

- Karl Pajussaar, Chef and Owner, Gastronomist



From Local Ingredients to Market-Ready Food Tourism

Turning Assets into Revenue



Erik Wolf

**Founder, Food Travel Industry
Executive Director, World Food Travel Association
www.WorldFoodTravel.org**



THE MARKET REALITY ✦ Most Destinations Are Not Competing on Food

- “Local food” is expected, not differentiating
- Visitors choose based on clarity, not quality
- The winners make food easy to understand and buy



THE INVISIBLE PROBLEM ✦ Strong Supply, Weak Conversion

- Products exist
- Demand exists
- Demand does not always find the product
- Revenue is less than desired or expected



A GLOBAL PATTERN ✦ Why Regions Underperform

- Strong ingredients, weak or nonexistent packaging
- Local pride, unclear positioning
- Many actors, no orchestrator
- Experiences exist, but are not clearly defined or easy to buy

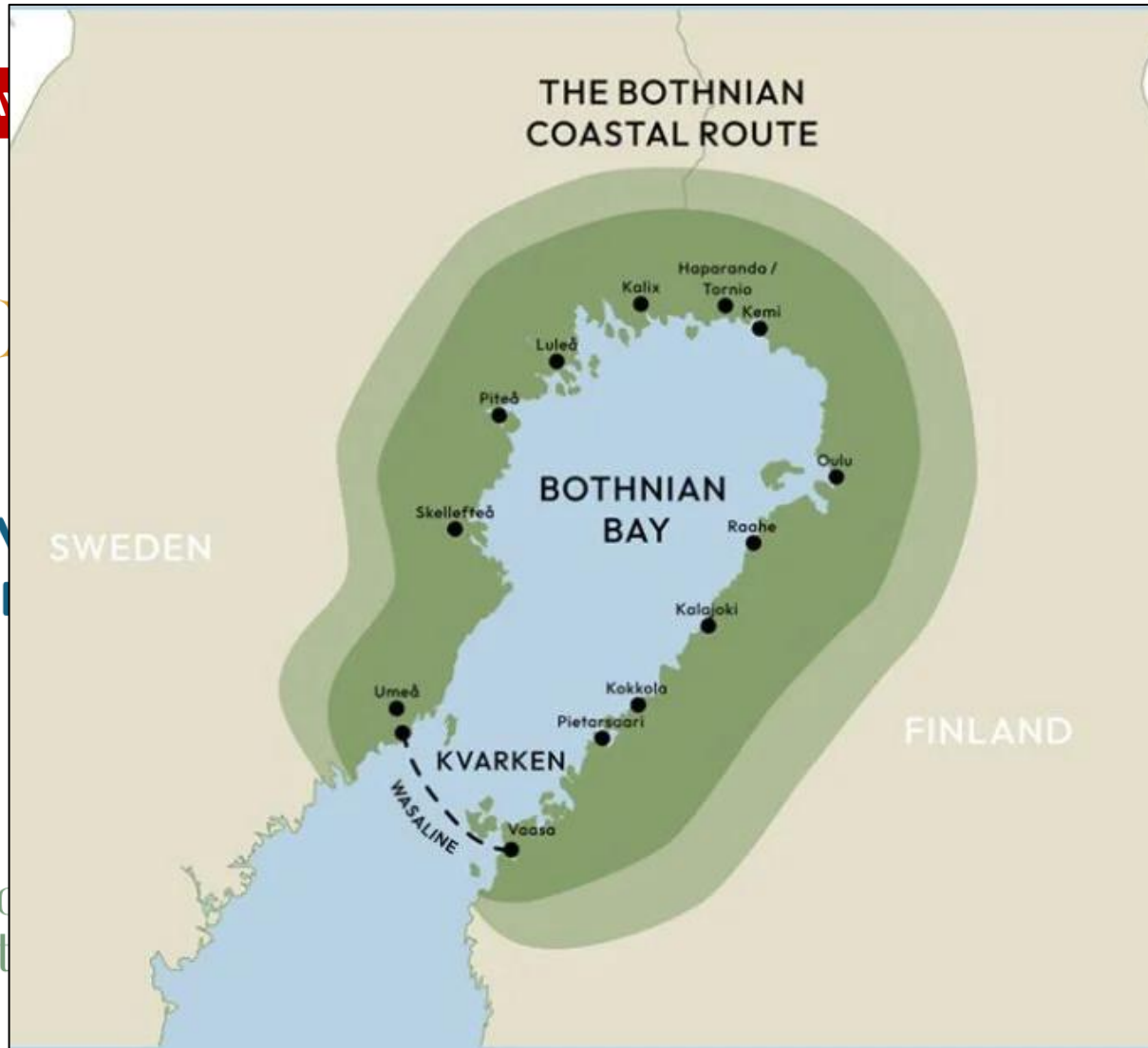


THE CRITICAL SHIFT ✦ From Food Culture to Market System

PRODUCTION

INDIVIDUAL
BUSINESS

informal
collaboration



TODAY

NEEDED

clear
themes

DIFFERENCES

OFFERS

DISCOVERABILITY IS KEY ✦ If Visitors Cannot Understand It, They Will Not Buy It

- What is it?
- Why here?
- How do I experience it?
- How do I book it?

**PEOPLE
DON'T KNOW
WHAT
THEY DON'T KNOW**

CONNECTING THE PIECES ✦ Coordination Turns Supply into Revenue

- Producers → supply authenticity
- Restaurants → interpret value
- Operators → package experiences
- DMOs → coordinate and enable



PACKAGING GAP ✦ Unstructured Offers Cannot Scale

- No bundled experiences
- No clear routes or journeys
- No pricing logic
- No booking pathway



CREDITS: OULU2026 &
HARRI TARVAINEN

PREMIUM HAS A PROBLEM ✦ It Only Works When The Visitor Understands Why

Visitor Cannot See the Difference

- Looks similar to everyday dining
- No clear signal of what makes it special

Value Is Not Explained

- Origin is unclear or invisible
- No story that connects product to place
- No reason to perceive higher worth

Decision Defaults to Price

- Visitor compares like-for-like
- Chooses convenience or lower cost



CREDITS: OULU2026 &
HARRI TARVAINEN

HOW DMO'S CAN HELP ✦ Focus on Systems, Not Campaigns

- Define 2–3 clear food themes
- Set minimum stakeholder participation standards
- Enable cross-sector packaging
- Ensure visibility and bookability
- Maintain for the long-term



STRATEGIC RISK ✦ Without Structure Food is Consumed But Not Always Valued

If Nothing Changes ...

What the Visitor Experiences

- Eats well, but does not recognize anything as unique
- No clear memory of place through food

What Happens in the Market

- Local food is treated like any other option
- Choices are made on convenience or price

What This Means for Businesses

- Premium products cannot command higher prices
- No competitive advantage
- Revenue potential is limited



THE MISSING LAYER ✦ What Most Regions Still Lack

- Coordination beyond individual projects
- A shared framework for quality and positioning
- Continuity beyond funding cycles
- A system that connects all actors



- Long-term framework not a project
- Connects destinations, producers, experiences
- Turns disconnected efforts into a clear, unified offer for consumers/travelers
- Nationally, this can be implemented through an Alliance model

FROM INGREDIENTS TO IDENTITY ✦ Continuing the Conversation



- Structure creates clarity
- Clarity creates confidence
- Confidence creates bookings
- Structure creates long-term value

*“The opportunity is not to promote what you have.
It is to **organize it into something the market can
understand and buy.**”*

SCAN TO GET IN TOUCH



Erik Wolf

**Founder, Food Travel Industry
Executive Director, World Food Travel Association**



Bothnian
Coastal
Route



Bothnian Coastal Route

WHERE THE SEA UNITES

Bothnian
Coastal
Route



Interreg



Co-funded by
the European Union

Aurora

Bothnian Coastal Route

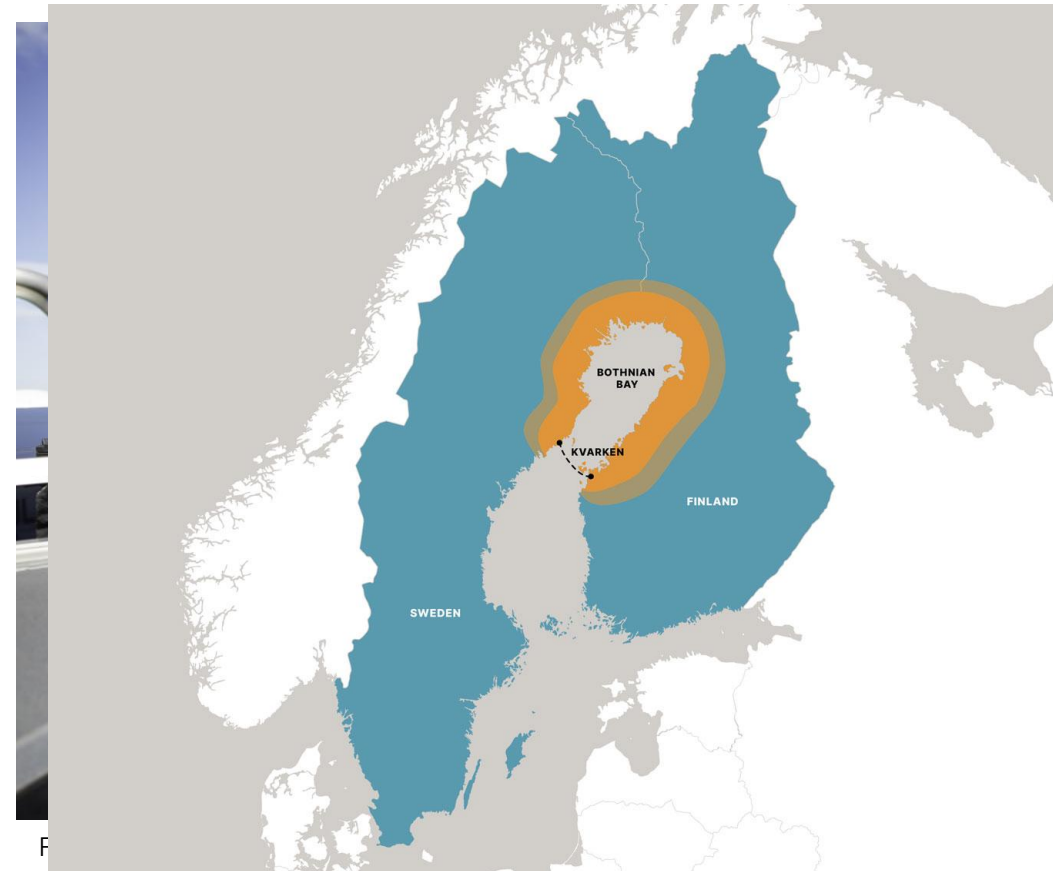
- The runtime of the project:
1.1.2023–31.12.2025.
- The total budget is 2 712 677 EUR, whereof
1 763 241 EUR EU-funding via the Interreg
Aurora programme.
- The rest of the funding comes from Finnish
national and Swedish regional co-funding,
from the Nordic Council of Ministers, and
from municipal and private co-funding.



Photo Fredrik Broman

Bothnian Coastal Route

- The main objective of the project is to make the northern Finnish and Swedish coastline a well-known destination as a unique year-round coastal route.
- Through the project, the Finnish and Swedish partners aim to increase the reasons for visiting the destinations along the route to discover their rich product range and create better conditions for sustainable growth.



What's our geography?

- Connecting 13 destinations to an attractive coastal travel route.
- The environmentally friendly ferry Aurora Botnia across the Kvarken strait connects it to a circle route.
- 835 km of coastal attractiveness.
- Good infrastructure with public transportation along coastal highway E4 and E8 with e-car charging stations.



Two Nordic countries together

- Rich in nature and culture with a common history.
- Two countries, two languages, two time zones, two currencies, two cultures.
- Sweden **sunrise** side and Finland **sunset** side.
- Nordic Kingdom vs Nordic Republic.
- HaparandaTornio twincity cross border culture.

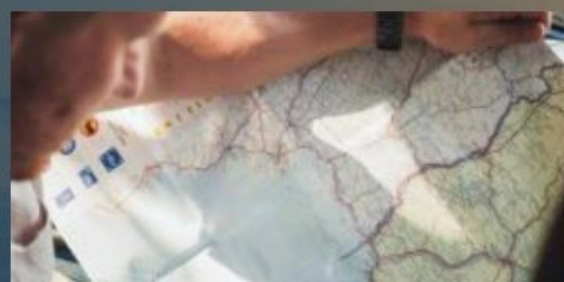




BOTHNIAN COASTAL ROUTE

Where the sea unites

Welcome to explore the possibilities of the Bothnian Coastal Route. This site is your tool for finding and combining the best tourism destinations and experiences in Finland and Sweden offered by top tourism services committed to sustainability. Use our Content bank for promoting enticing vacation packages. Get in contact with tourism service providers – we've made it easy for you.



Tour suggestions

Take a look at our ready-made tour suggestions! Bus tours, fly&drive



Create your tour

Plan your own... create an account

English



Food and Culture of Bothnian Coastal Route

Pure seasonal flavors, natural ingredients and locally produced delicacies become dishes with a story. This is what the coastal cuisine is all about. On this tour, we pair the dishes...

[READ MORE](#)

The northern road trip for groups

Enjoy lovely winter experiences as a private group while staying in comfortable hotels. This road trip is dotted with numerous bucket list items and highlights, like ice-breaker cruise and sauna...

[READ MORE](#)

The southern road trip for groups

Stay a bit longer in each destination, do day trips to the most interesting sights and enjoy good evenings together. This tour starts in Umeå in Sweden and ends in...

[READ MORE](#)

Tour info

Travel period
September-October

Duration
11 days

Transport
Bus

Itinerary



DAY 1: ARRIVAL IN LULEÅ

DAY 2: LULEÅ

DAY 3: KALIX / HAPARANDA

DAY 4: OULU

DAY 5: LIMINKA & KALAJOKI

DAY 6: KOKKOLA & PIETARSAARI

DAY 7: VAASA

DAY 8: UMEÅ

DAY 9: SKELLEFTEÅ

DAY 10: PITEÅ

DAY 11: DEPARTURE FROM LULEÅ

BUS COMPANIES AT YOUR SERVICE

Day 4: Oulu

After breakfast and check-out, we continue to Oulu.

Our Oulu experience starts with a guided walking tour with focus on history and food traditions ending at Restaurant Mallassauna. We have a beer tasting from their own produce together with pubstyle lunch.

Check-in to Radisson Blu Hotel.

Dinner at Restaurant Hugo, which has a cuisine based on local seasonal products prepared and served in an elegant and modern way.

Accommodation in Radisson Blu Hotel.



Wooden old town in Pikisaari Island

Oulu

READ MORE



Go Arctic - Guided walking tours in Oulu and in Oulu area

Oulu

READ MORE



Restaurant Mallassauna

Oulu

READ MORE



Radisson Blu Hotel Oulu

Oulu

READ MORE

Breakfast of the hotel.

Kalix is the home of Kalix Löjrom (Kalix caviar), which is the roe of a small fish called vendace. The specific Kalix löjrom is a Protected Designation of Origin and is a real treat. During the tour "Make Your Own Caviar" you learn all about this tasty delicacy.

In case you travel out of the production season of Kalix caviar, we suggest Arctic Treats Forest Fika, trying out chocolate and delicacies with local flavours and cooking coffee over an open fire in a lavvo in the forest.

We cross the border to Finland and check in at Grand Hotel Mustaparta. Crossing the border does not have any formalities, but remember to switch from Swedish time (CET) to Finnish time (EET).

Dinner in Siikakartano by Tornio River, where a starter and dessert is served. For the main course, we move to the hut in the yard, where flamed whitefish, prepared on sticks by the fire.

Accommodation at Grand Hotel Mustaparta.



Make your own Kalix caviar

Kalix

READ MORE



Arctic Treats Forest Fika

Kalix

READ MORE



Traditional whitefish catch and grilling Kukkolanoski

Haparanda/Tornio

READ MORE

Bothnian Coastal Route



Interreg
Aurora



Co-funded by
the European Union

EXECUTIVE SUMMARY

The Bothnian Coastal Route project set out to enhance the visibility of the coastal corridor surrounding the Bothnian Bay and crossing the Kvarken strait, with the goal of positioning the region as an attractive, sustainable gastronomy destination for both international visitors and area residents. The project focuses on strengthening the appeal of the participating destinations by showcasing their gastronomy assets, expanding their tourism offerings, and supporting long-term economic and environmental sustainability.

As part of this initiative, a gastronomy tourism assessment was conducted for six priority destinations, namely Vaasa, Kalajoki, and Oulu in Finland, and Luleå, Skellefteå, and Umeå in Sweden, and their surrounding areas. The purpose of the assessment is to evaluate the current food tourism landscape, identify growth opportunities, and provide strategic guidance to help the region better leverage its culinary strengths.

By leveraging its culinary culture and heritage, the BCR will create a stronger sense of place, which:

- increases arrivals (quantity and quality of visitors);
- increases destination brand equity;
- enhances local pride;
- generates export demand for the region's food and beverage products; and
- creates a significant and long-lasting economic impact on the area.

These assessments support the broader objectives of the project, including increased destination awareness, stronger collaboration among local stakeholders, and greater readiness to attract new visitors through unique, experience-driven travel.



BOTHNIAN COASTAL ROUTE CUSTOMER JOURNEY

By “Customer Journey” we do not mean the journey (or travel) that a visitor takes to get to your destination. Instead, this is a concept that applies to when a potential customer or buyer (i.e. a traveler) learns about your product (i.e. destination) and makes the decision to purchase (i.e. visit). The concept is used often in strategic planning for consumer products. We at the WFTA have adapted it so that we can apply it and understand better how a visitor learns about, decides on, and travels to a destination.

We divide the Customer Journey into five steps (Awareness, Consideration, Decision, Purchase and Reflection). In destination marketing, we have aligned these five steps into the actual experience a visitor goes through before they choose to visit (pre-trip), during their visit (on-trip) and after their visit (post-trip). These are the most important components to discuss when looking at how a visitor discovers, experiences and discusses your destination. Three fictitious character scenarios follow for your consideration. Each scenario makes a few reasonable assumptions about different kinds of potential visitors to your area.

We note that while the BCR project and website is B2B focused, it is consumers who will ultimately benefit from the content designated for the trade. This is why we include the B2C remarks that follow.

1. The first character scenario is Klaus, a product manager for a major tour operator based in North America. He is researching new products for the company’s tours, and serves a B2B market.
2. The next character scenario is Ian, a brewmaster from Reading, UK (outside London). He loves good beer and good food of course. He is looking for a new place to visit on holiday and has read something about “*Scandinavian cuisine*” in online articles.
3. Then we meet Stephanie, who is an advertising executive from New York City. She loves good food and high prices do not necessarily scare her away. She has heard something about *Scandinavian* cuisine, but does not know much about it. Since she is advertising, she wonders if it is minimalist and elegant like Scandinavian design. She does not have a lot of time to research new places to travel.
4. Lastly, we meet Gita, who is a veterinarian who lives outside Munich. She also loves good food that is not fancy. And she loves nature too. She only speaks German, so her online searches were all in German. She has also heard something about *Scandinavian* cooking.

In each scenario, you will see how three very different kinds of potential visitors go about their trip planning research as they figure out where they want to go. It is important to remember than another person with the same interests may go down a completely different path and might eventually arrive at a complete different outcome.



COMMON CHALLENGES FACED BY ALL CHARACTERS

1. Search results are at the mercy of the search providers. Results are heavily weighted to Sweden first, with Denmark and Finland appearing next most often.
2. The search term “Scandinavian” does not yield many results for Finland, Iceland or Norway.
3. Characters do not differentiate between “Nordic” and “Scandinavian”. To them, these terms are synonymous.
4. Many dishes are shown with local food names, which almost always mean nothing to searchers. If we do not speak the language, then dishes in the native language name are meaningless. At a minimum, always include the English translation of the dish in the local language (or the language of the country where you are marketing the dish).
5. Ensure that the English translations are not misleading, which involves some effort in cross-cultural communication. For example, Finnish blueberry “pie” is more like a cake to us. “Pie” by itself creates different expectations, which also vary yet again between UK and US travelers.
6. People do not know much about the geography or topography of the countries.
7. Searchers are directed to results in capitals and gateway cities. Results from other destinations in the country simply do not appear.
8. Specialist resources like TasteAtlas.com or <https://www.skandi.de/rezepte/> provide good information, but they do not inspire the viewer to travel, and they provide no call to action. If you see a beautiful dish, then what? The viewer is shut down. No more information is available, and they stop their search.
9. It is possible that either Ian or Gita would have visited a travel agency, but people start their searches online. It is important to note that Tauck Tours works with travel agencies so if Ian or Gita visited one, they might have heard about the culinary tours in the BCR area.
10. The Bothnian region is not suggested as a tourism destination in any search results.
11. Dishes from the Bothnian region do not appear either (except for one dish Pitepalt from Sweden as shown in Taste Atlas).
12. It is not clear how food and drink in the Bothnian area differ from the rest of Sweden and Finland.
13. It is not clear how much food and drink from the two different sides of the Bothnian Bay differ.



OULU SWOT ANALYSIS (TOP-LEVEL SUMMARY)

Most professionals are familiar with a “SWOT Analysis” and what it is used for. We apply the same analysis in culinary destination marketing. Doing so paints a picture that is easy for stakeholders to understand. A summary is presented here, with details for each item on the following pages. Remembering how to read a SWOT Analysis can sometimes be confusing, so we have placed convenient reminders in each quadrant on the matrix as to the purpose of each quadrant.

STRENGTHS

- Arctic Heritage
- Local Ingredients
- Craft Producers
- Sustainability Leader
- Accessibility

WEAKNESSES

- High Costs
- Workforce Gaps
- Low Awareness

OPPORTUNITIES

- Capital of Culture
- Nordic Food Trend
- Bothnian Synergies
- Eco-travel Demand

THREATS

- Competing Regions
- Climate Change
- Economic Strains
- Labor Shortage

internal, present

external, future

positive

negative



Oulu is European Capital of Culture 2026

→ oulu2026.eu/en



Oulu2026
European Capital
of Culture

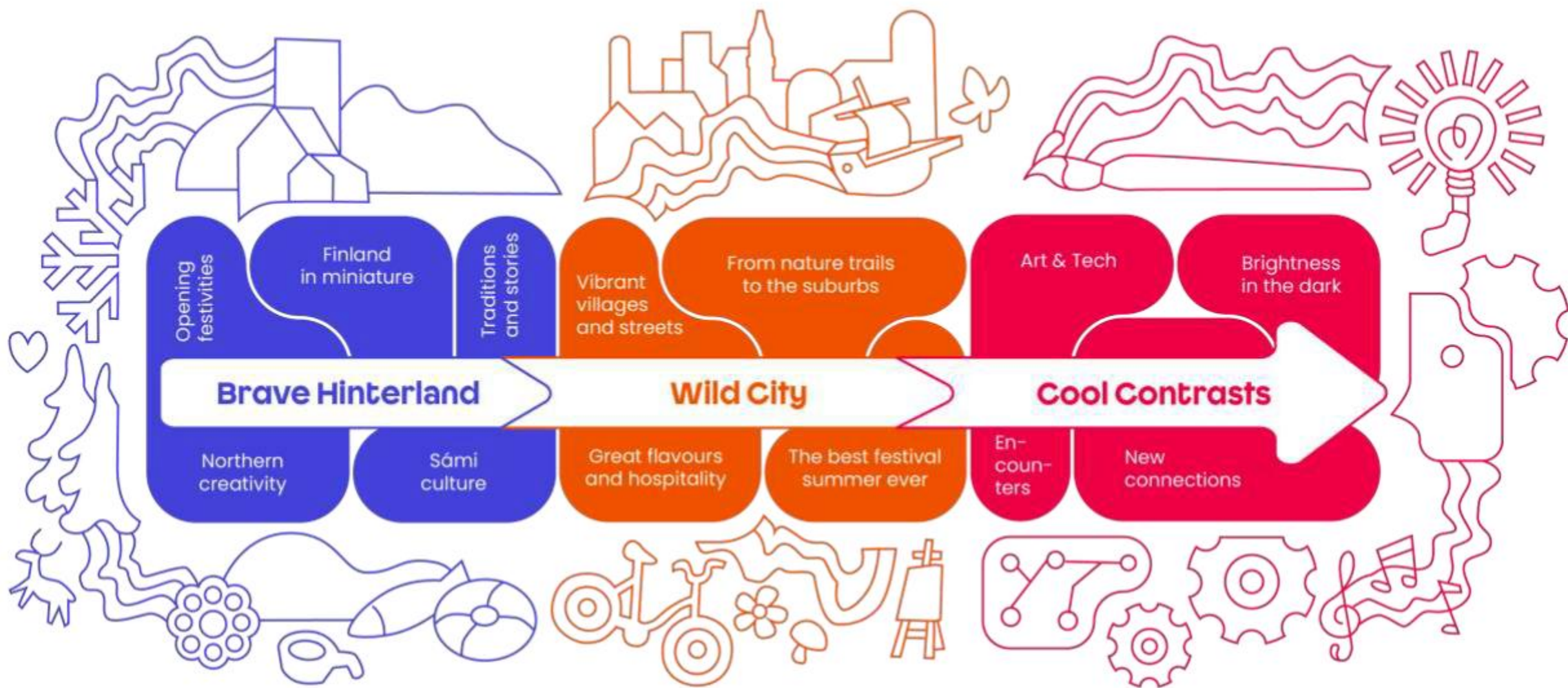


Now is the time to get excited!

- **Finnish culture is in the European Spotlight in 2026**
- **In addition to Oulu, 39 municipalities** from Northern Ostrobothnia, Kainuu, Southern Lapland, and Northern Savonia are committed to cultural climate change
- Joint projects for the program area:
 - **Arctic Foodlab**
 - **Art & Nature Trails**
 - **In Europe's Spotlight**



365 days of exciting events, works of art and experiences



Arctic Food Lab

Local flavours and gastronomic experiences!

Arctic Food Lab brings together those operating in gastronomy and food culture in the Oulu region and celebrates Northern cuisine and gastronomy.

- A registered Trade Mark
- Network of professionals and companies
- Food events & local food in cultural events

[Website: Arctic Food Lab - Oulu2026](#)
[How does Oulu taste like? -video](#)



Arctic Food Lab

Arctic Food Lab is the Oulu2026 area's own brand, which speaks of the purity and uniqueness of northern nature. Arctic raw materials are given a new life by local artisans, transforming them into high-quality products and unforgettable experiences.

This is a story of flavours rooted in the northern soil, connecting us to the rhythm of nature.



**Artisan Food Championship
2026**

Thu 17.9.2026 – Sun 20.9.2026



**Neljän Kylän Kattilat –
Siikalatva Traditional Food
Event**

Wed 1.7.2026 – Fri 31.7.2026



Oulu Cocktail Week 2026

Sun 30.8.2026 at 15:00 – 21:00



Summer Night's Dinner

Sat 15.8.2026 at 12:00 – 21:00

[All](#)[Arctic Food Lab menus](#)[Experience services](#)[Catering and event menus](#)[Cafes and restaurants](#)[Food producers](#)

Grill it!

Atmospheric Grill it! Oulu – Taste experiences by the open flame Located on the second floor of the Valkea shopping center, Grill it! Oulu invites you to enjoy immersive dining experiences and warm-hearted local service. Behind our beautiful arched windows, we create unique occasions for everyday life and



Hannuksen Piilopirtti

Piilopirtti is located in Tyrnävä, just a half-hour drive from Oulu. We offer accommodation as well as event and meeting services along the Tyrnävä River. The original crayfish cabin has grown into a full complex with around twenty buildings: five event venues, meeting facilities, accommodation for 70 guests



Isokenkäisten Klubi/ Wilderness Lodge & Wild Food kitchen

Welcome to enjoy the care of the wilderness. Let our programs take you to pure nature, a gentle smoke sauna to melt away the rush, the caress of the hostesses with clean local food and the luxurious silence to lull you into a deep sleep.



Juhula Catering/Uniresta Oy

Uniresta's Juhula Catering – Professional delights for your event! Uniresta's Juhula Catering brings professionally crafted delicacies to your event. We offer catering services for events of all sizes in the Oulu area. As a company with a long history and strong local roots, we take pride in our



The Story of Northern Flavors Rises from the Earth and Follows the Rhythm of Nature



From the coastline to the forests, the Ice Age shaped a unique Arctic landscape. In the wilderness hung the strong yet soft scent of tar. Towering pines reached for the clear sky, and at their roots walked the tar burners. The dark, sticky tar, made by slowly burning pinewood, reflected the skill and perseverance of northern people.

Waterways carried the tar from the wilderness of Kainuu to the hills of Koillismaa and finally to the shores of Oulu, from where it was shipped further across the sea. Clear springs gave travelers fresh water to drink. The northern light glimmered on the water's surface as boats glided through the midsummer nightless night. On these journeys, people lived on what nature provided: fish were smoked, meat dried, berries preserved. Mushrooms were picked, and especially the vitamin-rich berries of the north—bilberries, lingonberries, sea buckthorn berries, and cloudberries. Wild herbs and plants with intense flavor were carefully collected from meadows and fields bathed in northern light.

Thank you!

Sari Kasvi

BusinessOulu

Project Manager

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visit
estonia

Taste Estonia - Building a Strong Food Tourism Destination

Helina Andruškevitšus
Food Tourism Manager
Visit Estonia / Enterprise Estonia

Visit Estonia role



- + marketing (B2C, B2B, PR)
- + competence centre
- + strategic developer



Partners



Brand Essence

Our Brand Essence distils our strategy into a few short words, capturing Estonia's spellbinding ability to flex its space and time, so it's tailored to the traveller.

visit
estonia

Visit Estonia. It's about time



Flavour Seeker

Finland
Sweden
Norway
Germany
UK
Latvia



Culture Scout



Natural Nomad



Business tourism

Action plan for food tourism

- + Purpose: Estonia is a food tourism destination with a good price-quality ratio, valued among foreign visitors and the awareness of Estonian food experiences has increased. **Food is one of the three reasons to travel to Estonia.**



Activities

- + regional DMO system development and building strong Food Destinations together ([culinary routes development](#))
- + [collaboration drives innovation](#)
- + every year new [Estonia's Culinary Region](#) and strong focus on them – 2025 Tartu County
- + MAD Academy study trips for restaurateurs
- + focus 60% Tallinn and 40% rest of Estonia
- + strong focus on marketing and communication – restaurants, events, small producers, culinary routes and experiences.
- + [„Hooked on Estonia“](#) festival in Stockholm
- + food innovation
- + €10 million support scheme to help small and medium-sized enterprises with digitalization.
- + Green Key



MICHELIN Guide Estonia

	2022	2023	2024	2025
TOTAL	31	34	35	43
One Star	2	1	1	1
Two Stars	0	1	1	1
Three Stars	0	0	0	0
Bib Gourmand	5	6	6	7
Green Star	2	2	3	3

+ Estonia has the most Michelin-recognized restaurants per capita in the region

+ between 2022 and 2024, restaurants with MICHELIN recognition generated an estimated additional **€10 million in revenue** compared to the year before receiving the recognition


+ **employment** in MICHELIN restaurants has grown by **16%** compared to the period before receiving the recognition

+ **strong positive influence on brand Estonia**



Strengthening the image

visit
estonia



Sinulla on hyvä maku

VARAA OPASTETTU MATKA

Result:

+ according to a study of target markets, at least **80% of visitors from neighbouring countries rate the price-quality ratio of the food experience as good and very good**

+ **66%** of visitors say that Estonia is **a country worth travelling to for its food**

succeeding
at change
is our
superpower



15.01

17.02

Tallinn Bun Fest

20
26

Food sector
support and
development

Hele Lõhmus
Development
Project Manager



Tallinn Bun Fest 2026

- ❖ 15.01-17.02.2026 (Shrove Tuesday + 4 weeks prior)
- ❖ Invitation to 60+ cafe´s and caterers, final number of participants 43
- ❖ Eligible participants have:
 - Location information has been entered on both visitestonia.com and visittallinn.ee
 - During the campaign, active on social media, using the agreed # and tags



Tallinn Bun Fest – The Story behind

Why: To create a coordinated low-season marketing opportunity for the hospitality sector.

Goal: To increase the number of international overnight visitors and hotel stays in Tallinn during January–February 2026.

Impact: To strengthen Tallinn's image as an exciting food destination by showcasing local Shrove Tuesday traditions and world-class buns.

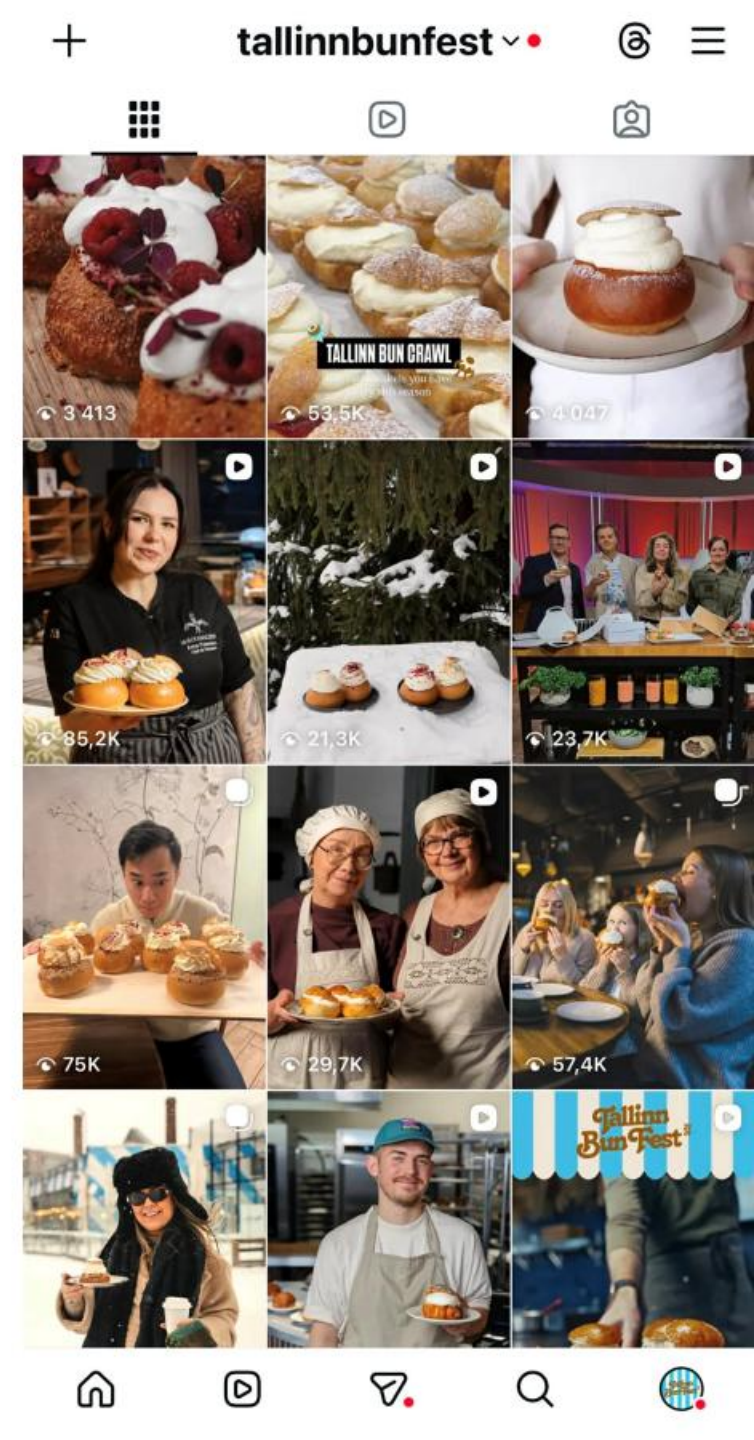


Communication and campaign channels:

- **Social media:** (META) – different markets (NO,FI,SE,LT,LV, EE) : 3 060 826 views, CTR: 1,08%, landing views 23128; TikTok (FI, NO, LV) – 997 000 unique viewers; Best engagement: SWE story (89.09%), EST story (72.12%), FIN story (72.02%)
- **Webpage Visit Tallinn traffic and created landing pages:** 77 662 sessions (33% of all sessions) between 15.01-17.02
- **Finnish travel fair MATKA:** press release, press briefing at the MATKA stage, Henna Mikkilä at YLE TV and MTV

Instagram

- @TallinnBunFest
Feed post 28
Story post 264
- @VisitTallinn
Feed post 15
Story post 35
- Total: 342
Feed post 43
Story post 299



Created media content cooperation with our partners:

Ikaalisten matkatoimisto postitused (FB ja IG, 07.01.2026)



Ikaalisten Matkatoimisto
15.1. 17.2.2026
Tallinnassa on ihana herkku... ja Tallinnassa on juhlaan kunnolla. Miksi tyydy yhteen päivään, kun voit nauttia kokonaisen kuukauden? Tallinnan KukliFest kokoaa yhteen yli 40 kahvilaa ja leipomoa, joihin on tarjolla yhteensä yli 120 erilaista laskiaispullua. Perinteisiä makuja vai rohkeita uutuuksia? Käsittelee sukkiat kanelin, kardemumman, vaniljaneurin kera - tai jätät täysin uusia täytelmiä? Lähde mukamatkalle ja tee laskiaista entistä mukavampi! Parhaat laskiaispullot Tallinnassa löydät Visit Tallinn sivulta linkistä kommentissa! See translation



Artikkel FIN toiduvaldkonna proffide väljaandes avecmedia.fi 12.01.2026
Yli 120 erilaista - Laskiaispulla on kevään juttu Tallinnassa | Avec

avec

BAUSTOLAT BAKKIT BESSES URA DISENET KEITTIÖ TAPAHTUMAT



Korjoo lain Keskitt Korjoo serjoo laskiaispullu. KUVITUS Tallinn Creative Agency / Robert Perdo

TAPAHTUMAT / RUOKATAPAHTUMAT

Koko alkukevään kestäväillä laskiaispullafestareilla

Tallinna KukliFest 2026

Laskiaispullia ja perinteitä

Virolaisille laskiainen on yksi talven tärkeimmistä juhlapäivistä. Tallinnan kahvilat juhlistavat laskiaista kaupunginlaajuisella laskiaispullafestivaalilla BunFestillä, joka kestää 17. helmikuuta saakka. Festivaali nostaa esiin Tallinnan korkeatasoista kahvilakulttuuria ja tarjoaa perinteisten hillolla ja mantelimassalla täytettyjen pullien lisäksi uusia, kekseliäitä makuyhdistelmiä. Laskiaisen aikaan eri puolilla Viroa pulkkaillaan ja vietetään aikaa ulkona koko perheen voimin.



aaleilla on mukana yli 40 kahvilaa. Lautaselle nousee mitä erkkullisimpia laskiaispullia, mitkä ovat viroksi vastlakuklid. Tallinn BunFest 2026 ka.

Visit **Tallinn**



Gregor Alaküla

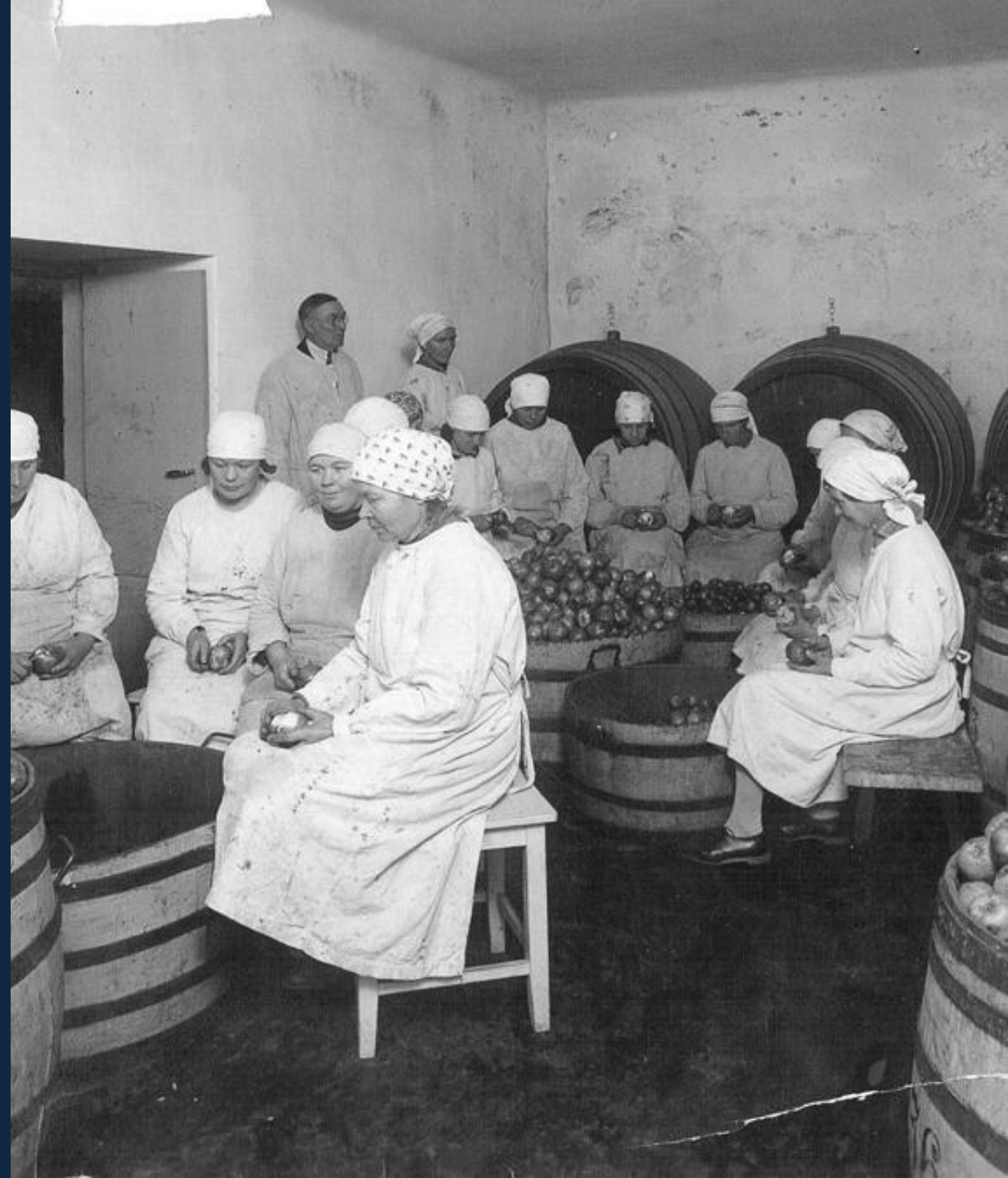
Valgejõe Veinivilla & Estonian Wine Trail



Myths

- Myth 1: Estonia does not have a long winemaking history
- ->First berry wine factories in 1920's (Põltsamaa and Luscher&Matiesen)

- Myth 2: Estonia is not a wine country
- > Officially appointed to EU's wine-growing Zone A in 2021, defining permitted varieties ja other rules



Tere tulemast Eesti Veiniteele!

Welcome to Estonian Wine Trail!

It's a Network of wineries (23+2) which:

- a) produce wine or fruit and berry wine from ingredients grown only in Estonia
- b) host visitors

Joint events are: season opening in May and Põltamaa veinipäev in July/August

Eesti Veinitee



veinitee.ee



Eesti Veinitee



Ro an

- + Mac
- + Initi
- + 4-5
- + Risin



Challenges

- + Wine offering to local restaurants – scepticism
- + Reputation and future > How to reach the stage of national pride?
- + Sustainability > of people and passionate leaders



SOLARIS

Solaris is a very widespread cold-climate white grape variety, which is successfully grown in Estonia-Latvia-Lithuania (The Baltic countries) as well as in Poland, Germany, and Austria.

Valgejõe Veinivilla's Solaris is a vintage from 2021 and the size of the entire batch was only 300 liters, which makes it a very rare wine on a world scale. The two previous vintages of the same wine have received a silver and a bronze medal at the Paris Wine Cup. It has also a big success in Michelin-recommended restaurants in the Old Town of Tallinn.

The wine is bright and vivacious, with good acidity and a light body. Melon, apple and pear are present in the



Tartumaa toidupiirkond

Maitseelamused Võrtsust Peipsini

Tartu County Culinary region

Karl Pajussaar

Head chef of Tartu Culinary region



Tartumaa toidupiiirkond

Maitseelamused Võrtsust Peipsini

Karl Pajussaar

- Head chef of Tartu Culinary region
- More than 12 years fine dining experience
- Member of Head Chefs Association of Estonia
 - 2024 bronze medal of Chef of the Year competition in Estonia
 - Participant of Master Chef Professionals Estonia
- Chef de cuisine of Gastronomist Restaurant – Casual fine dining
- Creator of Chefs Table in Era Villa – 6-9 course tasting menu concept



Food Network

- Our rural-urban food network currently involves more **than 180 different** companies and organisations from our region, including primary producers, food processors, caterers from private and public sector, tourism and accommodation service providers, cultural organizers, retailers, local governments, universities and development agencies.
- One urban and seven rural municipalities
- More than 150 000 inhabitants





Map of the Culinary region

TARTU COUNTY

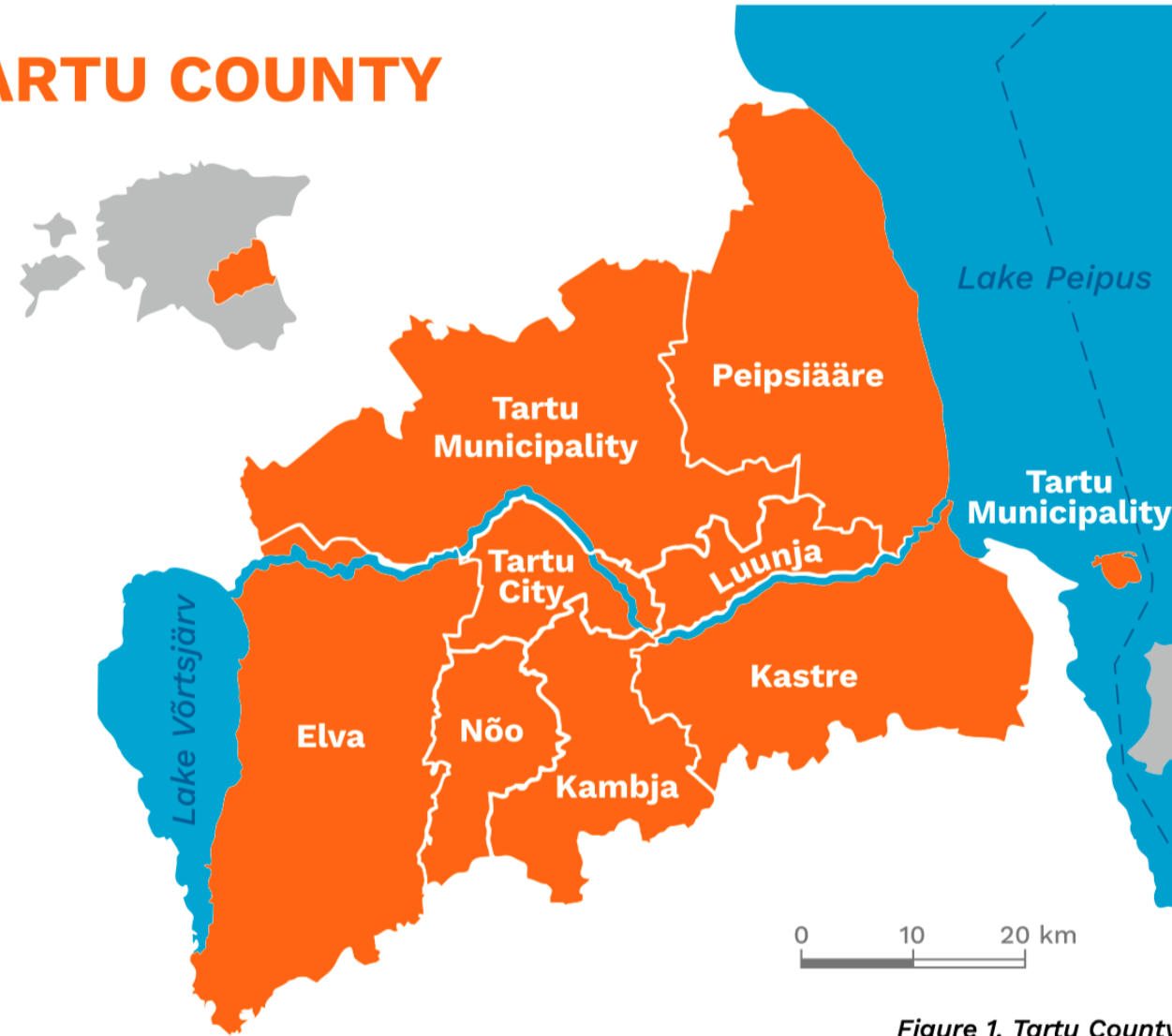


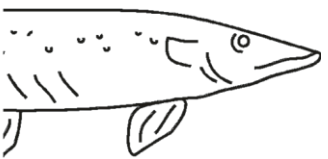
Figure 1. Tartu County





Challenges

- What is our food heritage?
- How can we get different groups to work together (Municipality, Restaurants, Food producers, Universities, Public Schools)
- How can we create a clear message to tourists about what are our values as a Food Region



Objectives of the Culinary region



Tartu County is a well-known food region in Estonia and Europe

- Valuing local produce
- Innovation
- Cooperation and co-creation
- Uniqueness and diversity
- A food(ie) destination!



Tartu County FOOD STRATEGY

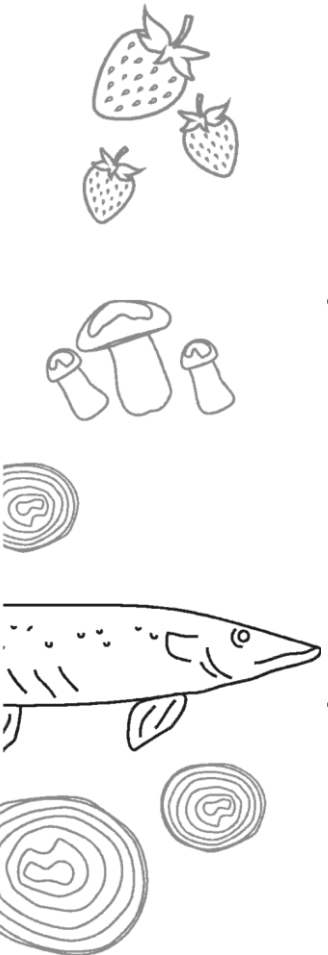
2022-2030

May 2022 Tartu



Promoting food history, culture, and education, and raising awareness

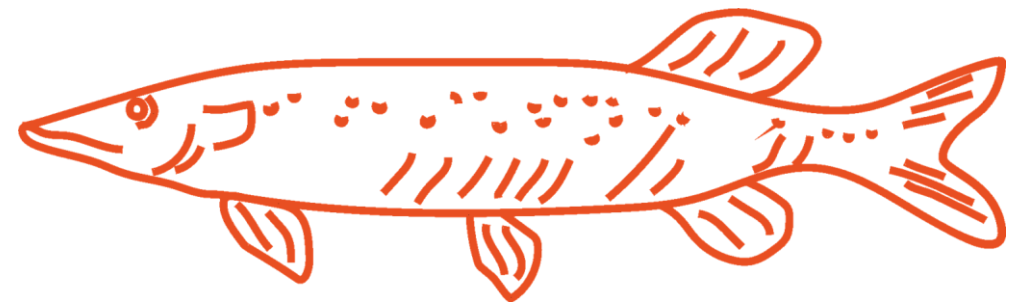
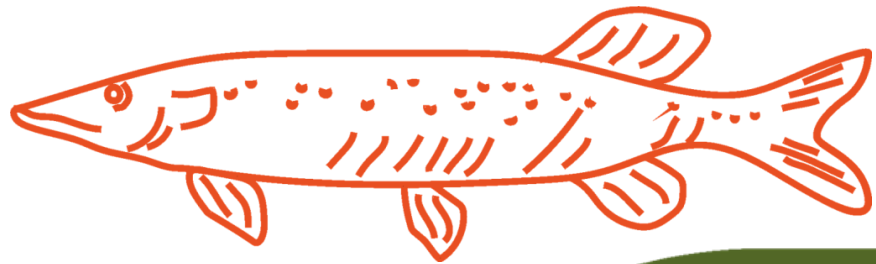
- Introducing and utilizing Tartu County's food heritage and culinary history
- Supporting the mental and physical health of children and youth through modernized catering arrangements
- Introducing the flavours of Tartu County through workshops and trainings



Ajast aega

Tartu havi

**Legendary ingredient in Tartu area.
Northern Pike nicknamed “Tartu havi”.**







Recent international award

- The restaurant month “Tasty Tartu” won first place in the European Cultural Tourism Awards in the category “Wine and Gastronomy Tourism based on eno-culinary heritage preservation”



Recent international award

- Tartu was declared the best foreign food destination in 2025 at the international tourism fair TTG Travel Experience



PREMIO GIST PER LE ECCELLENZE DEL TURISMO GASTRONOMICO



Main achievements

A comprehensive study of the food history of Tartumaa has been completed

Special menus of Tartumaa flavours have been developed

A web collection of recipes of Tartumaa flavours has been completed

Tartumaa taste competitions were held and Tartumaa apple pie masters were chosen

Cooperation was started with the retail chain COOP, where the bearers of „Tartumaine toit“ label were introduced



Main achievements of Estonian Culinary Region 2025

135 food and tourism events

150,000 participants/visitors local and tourists

41 Tartumaa Taste Workshops

115 Tartumaa Food Recipes



 tartumainetoit
visittartu.ee



Thank you!

Maitseelamused Võrtsust Peipsini



An aerial photograph of a wooden boardwalk winding through a forest with autumn foliage. The boardwalk is made of wooden planks and is surrounded by trees with vibrant orange, red, and yellow leaves. A person in a bright orange jacket is walking on the boardwalk. In the background, there is a lake with small islands and a cloudy sky.

Thank you!

Follow us [@VisitEstonia](#), [@VisitTallinn](#),
[@EstonianWineTrail](#), [@Estonia'sCulinaryRegionTartu](#)

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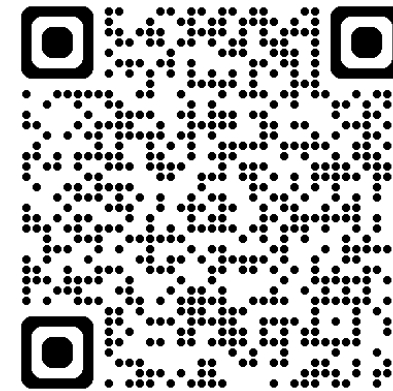
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Baltic Sea Region's Food Tourism Developers

- Private LinkedIn group
- For professionals
- Neutral, non-profit community
- Network, share, collaborate



<https://www.linkedin.com/groups/14620603/>

ARE YOU OUR NEXT SPEAKER?

NEED MORE INFORMATION?

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