



PRESS RELEASE: MAY 15, 2017

For immediate publication

For more information about White Guide Nordic:

Cole Ruth: +1 718 578 1940

cole.ruth@whiteguide.com

For more information about White Guides:

Mikael Mölsted: +46 70 727 21 22

mikael.molstad@whiteguide.se

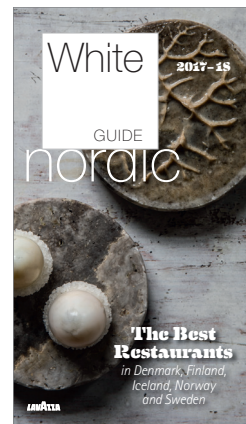
Hi-res image of cover is available at: whiteguide-nordic.com/press

SERVING UP THE NORDICS – WITH NORDIC FORWARD AND GLOBAL GASTRONOMY

The 2017–18 edition of the White Guide Nordic will be released on Monday, June 26 – featuring almost 350 restaurants in Denmark, Finland, Iceland, Norway and Sweden, including the Faroe Islands, Greenland and Svalbard.

To better synchronize with the growing gastrotourism to the region in its full seasonal bloom, the launch has been moved to early summer instead of late autumn.

In previous years, the White Guide Nordic has been released in Oslo, Helsinki and Stockholm, and now it will have its first release in Copenhagen with a Nordic Forward Trend Seminar, the White Guide Global Gastronomy Award laureate announcement and the White Guide Nordic dinner.



Nordic Forward Trend Seminar. 2004 turned out to be a defining year for the Nordic gastro scene when 12 top chefs came together to put the Nordic region on the map and the New Nordic Manifesto was born. A new generation of Nordic chefs have made their mark from New York to Hong Kong and Bolivia, spreading the gospel of the manifesto. Now the hype is over, but the impact is huge – and continues to grow. All over the world we see the principles of the New Nordic Manifesto applied to national, regional and local cuisines. This is creating a richly varied global gastronomy that is helping us to combat environmental threats and climate challenges. It is also instilling pride in local assets and traditions and affecting how they translate into new insights and initiatives the world over. New Nordic fast-forward – the New Global?

"White Guide was born the same year as the New Nordic Manifesto, in 2004, and we have pushed gastronomy forward in same direction ever since; towards innovation, personality and sustainability," says Lars Peder Hedberg, publisher of the White Guides. "Now that New Nordic is a global approach to gastronomy there may be some logic in White Guide also going global".

The speakers include **Kamilla Seidler**, *Gusto, Bolivia*; **Jan Kragh Jacobsen**, *senior lecturer, Roskilde University*; **Elisabet Skylare**, *senior advisor, Nordisk Ministerråd*; **Hanne Bak Jensen**, *application scientist, Arla Food Ingredients*; **Geoffrey Canillo**, *Balderdash*; **Rasmus Poulsen**, *Duck and Cover*; and **Lars Peder Hedberg**, *publisher, White Guide*.

Kamilla Seidler. Born in Copenhagen, Kamilla is the executive chef of Restaurant GUSTU in Bolivia. GUSTU's objective is to endow youth with abilities and knowledge to start their own businesses, creating a value chain that constantly vitalizes Bolivian cuisine. Kamilla was awarded Latin America's Best Female Chef in 2016 and GUSTU is ranked N°14 by « Latin America's 50 Best Restaurants ». Together with Hotel- & Restaurantsskolen, Kamilla is spearheading the White Guide Nordic gala dinner.

Global Gastronomy Award. "Gastronomy forward, and gastronomy beyond" is the essence of White Guide's mission, and also the leitmotif for the Global Gastronomy Award. For ten years the Global Gastronomy Award has covered critical achievements in the evolution of global gastronomy. The industry would not be what it is today without the work of these brilliant chefs. Previous laureates include Ferran Adrià, René Redzepi, Alain Passard, David Chang, Massimo Bottura, Magnus Nilsson and Dan Barber.



PRESS RELEASE: MAY 15, 2017

For immediate publication

For more information about White Guide Nordic:

Cole Ruth: +1 718 578 1940

cole.ruth@whiteguide.com

For more information about White Guides:

Mikael Mølsted: +46 70 727 21 22

mikael.molstad@whiteguide.se

INFORMATION

White Guide Nordic 2017-18 launch

- 14.00 Nordic Forward Trend Seminar
- 17.00 White Guide Global Gastronomy 2017 announcement
White Guide Nordic 2017-18 countdown and release
- 18.30 White Guide Nordic 2017-18 gala dinner

Place: Copenhagen Hospitality College (Hotel- & Restaurantskolen)
Vigerslev Allé 18, Copenhagen, 2500 Valby

GLOBAL GASTRONOMY AWARD

The Global Gastronomy Award celebrated its tenth anniversary in 2016 and has covered critical achievements in the evolution of global gastronomy. The industry would simply not be what it is today without the work of these brilliant chefs. The previous laureates include

- 2007: Ferran Adrià, El Bulli, Cala Montjoi, Spain
- 2008: Charlie Trotter, Charlie Trotter's, Chicago, USA
- 2009: Fergus Henderson, St. John, London, England
- 2010: René Redzepi, Noma, Copenhagen, Denmark
- 2011: Alain Passard, l'Arpège, Paris, France
- 2012: David Chang, Momofuku, New York, USA
- 2013: Gastón Acurio, Astrid y Gastón och La Mar, Lima, Peru
- 2014: Massimo Bottura, Osteria Francescana, Modena, Italy
- 2015: Magnus Nilsson, Fäviken Magasinet, Järpen, Sweden,
- 2016: Dan Barber, Blue Hill at Stone Barns, New York, USA

The Global Gastronomy Award has been presented in cooperation with Electrolux since 2010.

ABOUT WHITE GUIDE

White Guide is the leading restaurant guide in the Nordic countries. The Swedish version has been published yearly since 2005. Every year around 800 restaurants are tested, of which 600 receive a listing in the guide. In 2013 White Guide Café was launched, containing the 350 best cafés in Sweden ranked according to the quality of coffee and pastries. 2013 was also the first year for White Guide Denmark.

