



Food from Finland Program & Finnish Offering [video#1](#)



8.12.2020

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Business Finland



Our vision:

We build the upgraded,
renewed Finnish food economy producing

**innovative, sustainable, healthy,
safe and highly branded
food and beverages to international markets**



Food from Finland Program



- Food from Finland program has operated since 2014, the upgraded program started in 2018. Food from Finland is the national program for Finnish food and beverages sector managed by **Business Finland**, which is funded by the **Ministry of Economy and Employment** and **Ministry of Agriculture and Forest**.
- Program has a very close collaboration with the **Ministry of Foreign Affairs**, and **Embassies of Finland** in all key markets.
- Other important stakeholders are **Finnish Food Authority (Ruokavirasto)**, **Finnish Food and Drink Industries' Federation (ETL)** and **The Central Union of Finnish Agricultural Producers and Forest Owners (MTK)**.
- **Program targets:**
 - To double the value of Finnish food export to 3 billion € by 2025
 - To increase the Finnish food and beverage export, open new markets, support the internationalisation skills of the companies, and increase the number of SMEs operating internationally
 - To support the profile of Finnish food and beverages in the global markets.



150 Finnish companies working with us

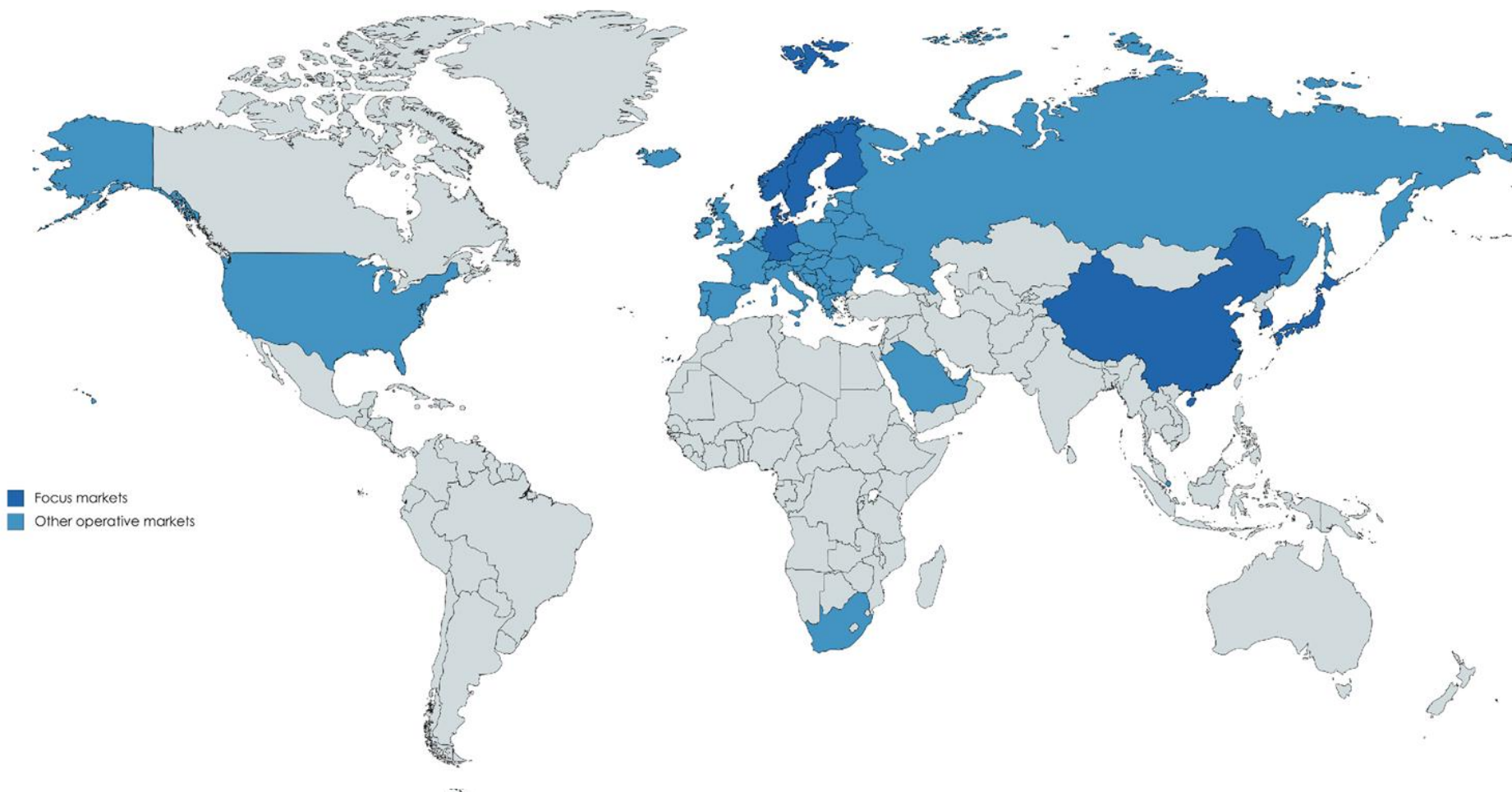


For shopping
to be fun



8.12.2020

Food from Finland Program Target Markets



Main focus markets

- Scandinavia
- Germany
- East-Asia: China, Hong Kong, Japan, South Korea

Other operative markets

- Other European markets, especially France
- Saudi-Arabia, United Arab Emirates
- USA
- Russia
- South-Africa, Singapore.

+300 Export Promotion Activities since 2005



- **Buyer Meetings, Events and Trade fairs:**

- Bringing food and beverages sector buyers to Finland
- Buyer meeting events at target markets, some BtoC events (Business to Consumers)
- Country pavilions at international BtoB professional tradeshows (Business to Business)
- Active cooperation with Nordic countries, especially with Sweden.

- **Campaigns, Sales Channel Development and Education:**

- Increasing competences of Finnish companies, coaching workshops and trainings
- BtoC retail & online campaigns together with Visit Finland
- Media campaigns, media visits to Finland and PR events at target markets
- eCommerce development
- Boosting Export with Packaging training project.

- **Ecosystem Development and Direct Funding:**

- Food sector ecosystem development projects with companies & research institutes
- Food sector innovation funding.



Nordic Collaboration in Food Promotion



Active collaboration with Sweden and Denmark

- Nordic areas in BtoB exhibitions in China and Japan
- Joint buyer meeting events in East Asia, especially with Sweden
- Project collaboration with Sweden, eg. in oat sector
- Common EU funding application in discussion
- Regular best practices and action plan sharing with Business Sweden.



Collaboration with the Embassies



- **Networking / Media events with the Embassies:**

- Excellent collaboration in many countries
- Taking place in residences or in business hotels
- Invitations appreciated by the media & partners
- Food from Finland provides a chef (Finnish /local)
- Embassy provides location, staff, invitations
- Ingredients from the participating companies
- Hosted by the Ambassador and Business Finland
- Media interviews, pre-recorded materials, pitching
- Relaxed event with speeches, sampling, networking & some entertainment.



- **Buyer Meeting Events (Trade Events):**

- Similar concept than above
- More focused to BtoB negotiations
- Local interpreters provided by Food from Finland.

- **Delegation Trips:**

- Program arrangements by BF Delegation team
- Together with relevant ministries and the Embassy
- Close collaboration with Finnish Food Authority.



Results & Highlights



- **Food and beverages export from Finland increased by 13 % in 2019, and total food sector export from Finland will be reaching all time record of 1,75 billion €**

(+200 million € more export during 2019 vs 2018)

- **All program focus markets growing remarkably;**
- China +74%, Germany +34%, South-Korea 28,0%, Sweden +18%, Japan 16,8%, Denmark +9,5%, Russia +6,4%
- **Program SME members (113 companies) have increased their export by 44%.** Their total turnover was increased by 24% during 2015 – 2018, and their personnel during the same time by 29%
- **Export remained on this level even during the Covid-19 period.**



Why Finnish Food and Beverages?



- **The purest air, soil and water**
 - cold temperature during winter helps us to reduce the amount of pesticides
- **High level animal husbandry practices**
 - animal disease burden extremely low – among top of the world.
- **One of the lowest use of antibiotics for food-producing animals**
 - antibiotics are not used to promote growth. No use of antibiotics in poultry production since 2009
- **Food safety, at a very high level, is a top priority**
 - we have control and transparency over the whole production chain. Food chain traceability is also a priority
- **Top level research and innovative product development**
 - Finland has become a world leader in nutritional expertise. The international flagship products of Finnish functional foods are Xylitol, Lactobacillus GG and Benecol.
- **Facts about the Finnish food <https://www.luke.fi/ruokafakta/en/frontpage/>**





Food and Beverage Offering Segments + company examples



[video#2](#)



International Trends Supporting Us



Food Safety in spotlight

- Consumers value highly the pure origin, natural ingredients, food safety control and food traceability

Striving for Healthy Lifestyle and Ecological Consumption

- Health enhancing products are a global trend
- Growth of the sustainable and organic food consumption
- Popularity of free from products: gluten free products, lactose free products etc
- Rising strong trend of vegan products and plant-based proteins
- Oats as a new trend growing globally – new innovative oat products
- Finnish wild berries and other natural products – new superfoods.

Nordic origin / Arctic nature: new, fresh, exotic

Global trend of craft distilled alcohols and craft breweries



Food and Beverage Offering Segments



Cornerstones of Finnish food exports:

- **Dairy products:** ingredients, milk powder, high quality butter, innovative products (snacks, artisanal ice cream) – leading company VALIO
- **Meat products:**
 - Finnish meat is safe; antibiotic free and traceable
 - Pork meat – wide, strongly increasing imports to East Asia
 - Poultry meat – recently expanded production capacity in Finland
 - Leading export companies Atria, HKScan, Snellman
- **Leading nutritional expertise**
 - Finland is a strong innovator: Xylitol, Benecol (cholesterol lowering), plant- based proteins, many new innovations in process.





www.valio.fi/



SINCE

1905



EMPLOYEES

< 5000



SIZE

Large



HEADQUARTER

Helsinki



Valio Ltd (Finnish: Valio Oy) is one of the biggest companies in Finland and mostly produces dairy products such as cheese, powdered ingredients, butter, yogurt and milk. Valio has net sales of EUR 1.7 billion and is Finland's biggest food exporter. Valio products are found in some 60 countries and account for 25% of Finland's total food exports.

Valio, offering the taste of Nordic nature since 1905, is a brand leader and the biggest dairy business in Finland and a major player in the international dairy ingredients market. Our product development follows in the footsteps of Nobel Prize winner A. I. Virtanen, and the company holds over 300 patents in 50 countries. Valio seeks strong growth in international markets and has subsidiaries in Russia, Sweden, the Baltics, USA and China.

PRODUCTS

1. Milk & Dairy products; cheese, butter, yoghurt, powdered ingredients
2. Lactose-free patented solutions (LGG)
3. Plant based dairy alternatives

SPECIALITY

Lactose-free dairy products, probiotic, high-protein etc. All types of dairy products





www.jymy.fi/?lang=en



SINCE

1984



EMPLOYEES

< 10



SIZE

Micro



HEADQUARTER

Aura



When our aim is to do the best possible ice cream, it is made from the organic milk, that is brought to us on the morning, freshly milked, from cows gallop away, from the Suominen's dairy-farm. In our small ice cream factory it meets the wild and pure berries, roasted coffee-beans, dark chocolate, vanilla – all of entirely organic origin, too. Flavors created with passion are then frozen to be the fresh, delicious Finnish JYMY ice cream. Taste it and you will understand.

Our little ice cream factory is located in a small town called Aura, West of Finland, a few miles away from the organic dairy-farm, that produces our fresh daily milk. In our tiny factory we produce our ice cream, with a plenty of manual craftsmanship and artisan tradition. Even the organic Bourbon vanilla-pods from Madagaskar are scraped by hand to achieve the pure and authentic vanilla taste.

PRODUCTS

1. Organic Ice cream

SPECIALITY

Uses only organic ingredients, milk from truly happy cows





SINCE
1903



EMPLOYEES
4270



SIZE
Large



HEADQUARTER
Kuopio



Atria is a growing Finnish food company with an international presence. Its success is built on three pillars: food, people and traditions. Atria is one of the leading food companies in the Nordic countries, Russia and the Baltic region, with experience stretching over 110 years.

Atria's net sales in 2015 exceeds EUR 1.3 billion, and it employed an average of 4,270 personnel. The Group is divided into four business areas: Atria Finland, Atria Scandinavia, Atria Russia and Atria Baltic.

Atria's customer groups are consumer goods retailers, Food Service customers and the food industry. Atria also has a Fast Food concept based on its own brands. Atria's roots go back to 1903, when its oldest shareholding co-operative was founded. Atria Plc is listed on Nasdaq Helsinki.



PRODUCTS

1. Beef, pork, poultry; processed food products, sausages, hams, ready-made meals

SPECIALITY

One of the biggest livestock companies in the Nordic region with



HKSCAN

www.hkscan.com/en/frontpage



SINCE

1913



EMPLOYEES

7700



SIZE

Large



HEADQUARTER

Turku



HKScan is the leading meat and food company in Nordic region. Established by Finnish farmers in 1913, it has grown into a multinational company with net sales of EUR 2.0 billion and with almost 7700 employees. Our customers are the retail, food service, industrial and export sectors, and our home markets comprise of Finland, Sweden, Denmark and the Baltics. We also export our high quality Nordic products close to 50 countries worldwide. HKScan focuses on producing value added products from Nordic poultry, pork, beef and our core business principle is consumer and customer satisfaction, which calls for high quality of products, innovations and services at every stage of the value chain.

HKScan's pork meat with Omega3 is a unique and innovative concept developed together with Finnish universities and farmers. The main essence of the innovation is that Omega pigs are fed on Finnish and Swedish domestic feed containing rapeseed flower oil, which changes the fat compositions of meat. The saturated fat is partly replaced by unsaturated fat; compared to conventional pork, the amount of saturated fat has been decreased to the level recommended by dietary recommendations.



PRODUCTS

1. Nordic Poultry, Pork and Beef; processed meats

SPECIALITY

Leading meat and food company in the Nordic region. Omega-3 premium pork meat a unique product.





<http://www.kalaneuvos.fi/vhukkanen-in-english/>



SINCE

1975



EMPLOYEES

< 100



SIZE

Medium



HEADQUARTER

Sastamala



V. Hukkanen Oy has operated in fish industry since 1975 and is nowadays one of the biggest operators in the Finnish market. Our main values are high quality, being on the cutting edge of the industry, continuing as a family-run business and being both environmentally and socially responsible. These values play an important role in our everyday work. We process, import, export, sell and wholesale fish to private, retail and wholesale customers as well as businesses operating in the convenience food industry, the HoReCa sector and other operators in both domestic and international markets.

Our production facilities and offices are located in South-West Finland, the city of Sastamala. Our sales area covers entire Finland and we also export abroad. Exports make approx. 4 % of our total turnover. V. Hukkanen Oy's product selection consists of approx. 200 products. This product selection includes fresh, smoked, cold smoked, frozen, slightly salted and marinated products. We produce fishes in several variants - whole fishes, fillets, slices, portions, cubes, shreds, boneless and skinless fishes.

Own fish farming company **Taimen Oy**.

PRODUCTS

1. fresh, smoked, cold smoked, frozen, slightly salted and marinated products; whole fishes, fillets, slices, portions, cubes, shreds, boneless and skinless fishes

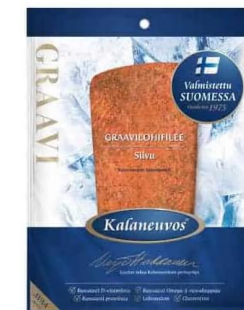
2. Red caviar

SPECIALITY

One of the biggest operators in the Finnish fish market with exports to international markets



FSCC 20 000 certified



Food and Beverage Offering Segments



Other important product groups



Healthy, innovative grain products:

- Finnish oats are of high quality and nutritional value, see more at [Luminous Finnish Oats](#)
- Increasing demand of organic and gluten free oats
- Exports of both ingredients and innovative consumer products: healthy snacks, biscuits, bread, flakes, granolas
- Rye, rye based products
- Malt

Free From-products:

- Finland is a leader in lactose free products, a wide product range
- Large offer of gluten free and other free from products
- Plant-based dairy products developing fast
- Plant-based proteins replacing meat, new products introduced
- Free From confectionery and chocolates.



HELSINKI MILLS
- Since 1934 -

www.helsinkimills.fi



SINCE

1934



EMPLOYEES

< 10



SIZE

Medium



HEADQUARTER

Järvenpää



Helsinki Mills is a significant processor of Finnish grains. The company develops, markets and sells all kind of grain products for consumers, industrial customers, bakeries and industry. The company's basic raw material is locally grown Finnish grain, which is processed into different kind of baking and breakfast products.

Sustainability is one of the company values. Environmental friendly way to produce is at Helsinki Mills everyday life e.g. – all production facilities are using hydropower, green electricity. Regarding packaging materials used at Helsinki Mills, the environmental aspects are taken into consideration carefully.

Helsinki Mills is Finland's largest producer of organic cereal products and a significant exporter of organic oats. Today, exports represent as much as around 30 per cent of our total turnover. Helsinki Mills products, including flakes, porridge products, flours, baking goods, brans, breakfast cereals and biscuits and chips are now available in some 30 countries around the world. In Finland we are known as Helsingin Mylly and internationally as Helsinki Mills Ltd. Our organic oats range is particularly well known and demand for the our products is high on all continents – across Asia, Europe and the United States.

PRODUCTS

1. All types of grain and oat products for consumers, industrial customers and bakeries, gluten free oats
2. Export products include organic cereal flakes, bran, flour and mixes.

SPECIALITY

Market leader in Finland for organic milled products for both industrial and retail sales. Also one of the biggest organic oat millers in the world





www.fazergroup.com/this-is-fazer/our-businesses/fazer-lifestyle-foods/



SINCE

1891



EMPLOYEES

14 000+



SIZE

Large



HEADQUARTER

Lahti



Fazer Lifestyle Foods – At its best, food delights, nourishes and supports our health, all at the same time. Plant-based foods are quickly gaining market share as customers look for tastes that are good for the body, the mind and the environment. Fazer Lifestyle Foods answers these needs.

Fazer Lifestyle Foods combines foods that enhance well-being with products for those who seek to reduce the environmental strain of global food production. Its offering includes fruity **Froosh** smoothies, Fazer **Yosa** oat products and non-dairy drinks as well as **Frebaco** and **Fazer Alku** oat-based breakfast foods, and oat derivatives for the food, cosmetics and pharmaceuticals industries. The investment in a new factory in Lahti, Finland, which will utilise state-of-the-art technology to produce xylitol from oat hulls – a side stream of the oat milling process – marks a further step on the way towards enhanced sustainability and circular economy through innovation. The works on the site in Lahti have already been started.

PRODUCTS

1. Oat based products and non-dairy drinks
2. Smoothies

SPECIALITY





www.fazer.com



SINCE

1891



EMPLOYEES

14 000+



SIZE

Large



HEADQUARTER

Helsinki



Fazer was established in 1891 by Karl Fazer, a son of a Swiss family. Today, Fazer Group has grown into a 1.7 billion EUR international multi-business company which continues to be fully family-owned. Fazer's production is divided into four major areas:

- **Fazer Confectionery**
- Fazer Lifestyle Foods
- Fazer Retail
- Fazer Bakeries
- Fazer Mills



Today, all Fazer's confectionery products are made in Finland and there are factories dotted around the country with chocolate production in Vantaa, sugar confectionery in Lappeenranta, and gum and pastilles in Karkkila. The most famous product among Fazer's confectionery products is the Fazer Blue milk chocolate.

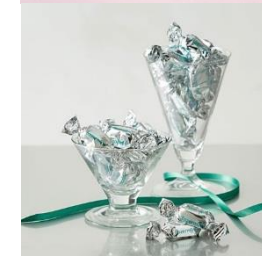
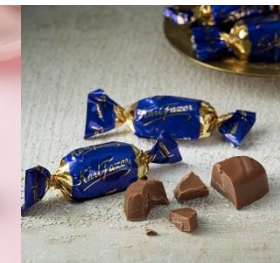
Fazer exports to 50+ countries around the world (incl. Korea, Japan, China, HK, Taiwan).

PRODUCTS

1. Chocolates, xylitol products, candies, biscuits,

SPECIALITY

125 years' heritage of confectionery making with a focus on premium quality. Very diverse brand and product portfolio



Food and Beverage Offering Segments

Other important product groups



Wild berry products:

- 70% of the soil in Finland is wild forest – with a wide variety of wild berries to pick: bilberries, lingonberries, cranberries, arctic berries, sea buckthorn and many others
- All of them containing a huge amount of vitamins. See more at [Arctic Flavours Association](#)
- Berry juices, smoothies, jams
- Dried or frozen berries
- Snacks, desserts
- Ingredients for food and cosmetics industry

Innovative beverages:

- Finnish ground water is the purest in the world,
- See more at [Luke, Natural Resources Institute Finland](#)
- Spring waters
- Beer, craft beer
- Long drinks, ciders
- Gin, berry liquors, vodkas
- Other craft alcohols





www.kiantama.fi/en/
<http://www.biokia.fi/en/>



SINCE

1973



EMPLOYEES

< 50



SIZE

Small



HEADQUARTER

Suomussalmi



Kiantama is a Finnish company founded in 1973, specializing in the processing of wild berries. We produce and develop high-quality berry products and raw material for food, health supplement and cosmetics industries. Kiantama sells part of its products under Biokia brand name.

Biokia berries are handpicked to ensure highest quality and sustainability of the forests. In addition to local berry pickers, hundreds of foreign berry pickers are also invited to come and pick berries during the season every year. We take responsibility for paying a reasonable salary for our berry pickers. All our operations comply with the ISO 26000 Guidance on Social Responsibility

The juicy berries arrive are gently processed into delicious products. They are dried, frozen, powdered, cold pressed and coated gently, in accordance with meticulous and carefully supervised process. No additives, artificial sweeteners or preservatives are added to the berries. Our production line is ISO 22000, Kosher and Halal certified.

Kiantama exports currently to China, US, UK, Japan, Korea, Sweden, Germany among others.



PRODUCTS

1. Berry powders, juices, chocolate berries, IQF berries, dried berries, purées

SPECIALITY

Versatile berry products for consumers and industries world wide





<http://eng.kaskeinmarja.fi/>



SINCE

1981



EMPLOYEES

< 50



SIZE

Small



HEADQUARTER

Taavetti



Kaskein Marja Oy produces juices, jams, alcoholic and non-alcoholic drinks, frozen berries, fresh berries and mushrooms, dried berries and mushrooms, frozen mushrooms and mushrooms in brine.

We manufacture our products from Finnish or Nordic berries and mushrooms, due to which the aroma and purity is superior and the unique quality of our products is guaranteed.

Kaskein Marja Oy was founded in 1981 and has processed raw materials from the Nordic wild throughout its entire history. We produce both retail and HoReCa products. Our customers include retail chains, bakeries, hospitals, catering companies, restaurants, hotels and delicatessen shops. Our products are always made from pure raw materials, with respect to Finnish food culture.



PRODUCTS

1. Berry powders, jams and drinks, freeze dried berries, mushrooms.



SPECIALITY

Versatile production possibilities of Nordic berries and mushrooms. Also OEM.



www.robertsberrie.com



SINCE

1910



EMPLOYEES

< 50



SIZE

Small



HEADQUARTER

Helsinki



Established in 1910, Roberts is a family-owned business based in Turku, Finland, that has been producing food products for over a century. Today the company focuses on various high-quality berry products, such as berry smoothies, jams, marmalades and fillings, some of them also under the Moomin license. Besides its own goods, Roberts produces a number of private label products and also supplies a wide variety of raw materials and semi-manufactured products for the retail, horeca and bakery sectors.

For the consumer market, Roberts makes products that meet the strict demands of today's consumers. Company's innovative berry products combine four increasingly strong food trends: they taste great while being healthy, easy to use, and authentic. These properties form the foundations of the continuing product development. Roberts has been awarded the FSSC 22000 food safety certificate for its quality system.

Roberts Berries are made with whole berries, picked from clean Northern forests, including the skin and seeds which are rich in flavonoids, vitamins and fiber. Besides its own production, Roberts supplies a wide variety of raw materials and semi-manufactured products for the retail, horeca and bakery sectors.

PRODUCTS

1. Your daily berries

SPECIALITY

Turning wild northern berries into healthy products. Combining berries with fiber





SINCE
1996



EMPLOYEES
< 10



SIZE
Micro



HEADQUARTER
Tohmajärvi



Nordic Koivu Ltd – the world’s leading birch sap producer delivers high-quality birch sap for consumers and carries out research and development on utilizing birch sap as raw material for the food, drink, and cosmetics industries. Our unique process technology enables the collection of sap directly from the birch and ensures long preservation of the product without additives, preservatives, or heat treatment.

The interest in birch sap as an ingredient in both the cosmetic industry and food & beverage industry is rapidly increasing. These industries are strongly focusing on production development accompanied by the importance of creating new products using natural ingredients. This spring Nordic Koivu Ltd produced birch sap in large containers for several significant industrial clients according to their individual, specific requirements.









PRODUCTS

1. Birch sap

SPECIALITY

The company has pioneered in both the collection methods of birch sap and its production system; the system is the first of its kind in the world



 THE HELSINKI DISTILLING CO.					
www.hdco.fi/	SINCE 2014	EMPLOYEES < 10	SIZE Small	HEADQUARTER Helsinki	

Helsinki Distilling Company is bringing distilling back to Helsinki, after an absence of over a hundred years. Helsinki Distilling produces distillates of the highest quality and offer a full range of distillery experiences from tours to hands-on production. All their products are hand-made from local high quality raw materials - with flair.

The Helsinki Distilling Company became operational in 2014 as the first distillery in Helsinki for over a century. The distillery is located in Teurastamo, the former abattoir and now the food culture heart of Helsinki. The two-storied historic building's ground floor houses the distillery where premium gin, whiskey and other spirits from the best local ingredients are hand-crafted.



PRODUCTS

1. Long Drink, Dry Gin, Whiskey, Liqueur, Spirits

SPECIALITY

Helsinki Dry Gin was awarded the gold medal both in 2017 and 2016 as well as the prestigious Spirit of the Year –award in 2016 at Destille Berlin, the leading craft spirits fair and competition in Europe. It is also a Category Winner as the Best Finnish Gin in the World Gin Awards 2016.





www.kalevalagin.com/



SINCE

2012



EMPLOYEES

< 10



SIZE

Micro



HEADQUARTER

Kitee



Kalevala Gin is the brand name of Northern Lights Spirits Ltd.

High up north close to the Russian/Finnish border – that's where we create Kalevala Gin. For centuries the Kitee region has been (in)famous for producing spirits.

A long term ambition to honour the regional tradition of distilling unique products came to live with new ambitions in 2015, following years of research. Kalevala Gin was developed to delicious perfection. Now it is distilled in small batches in the pure nature of North-Karelia in easternmost Finland.

Kalevala Gin is currently sold in Finnish Alko's, and on the tax free shops of cruise ships Viking Line & Eckerö Line.

PRODUCTS

1. Distilled Gin, Vodka

SPECIALITY

Kalevala Gin is distilled using the pure North Karelian water.





SINCE
1995



EMPLOYEES
< 50



SIZE
Small



HEADQUARTER
Lahti



Teerenpeli Brewery & Distillery was established in 1995 as one of the first microbreweries in Finland. Today we are still one of the few of those original microbreweries operating. Our mission from the start was to use only real and original raw materials without adjuncts in order to create real and exiting experiences for our customers.

Answering the growing demand of our products a brand new brewery building was built in Lotila industrial area in Lahti in 2009. The fermentation capacity was increased and a bottling line was added. Today we produce around 500 000 liters of beers and ciders for our thirsty customers around Finland.

Teerenpeli Brewery & Distillery makes first-rate, fine quality and tasty beverages for restaurant and bar sales and for retail. They are carefully made by expertise and honouring traditions. Product manufacture is powered with renewable energy from our own wood pellet power plant.

PRODUCTS

1. Beers, Ciders, Whiskey, Gin

SPECIALITY

One of the oldest microbreweries in Finland. Teerenpeli's beers have received many awards in Finland





<http://laitilan.com/>



SINCE

1995



EMPLOYEES

60



SIZE

Medium



HEADQUARTER

Laitila



Laitilan Wirvoitusjuomatehdas Oy is the fourth largest brewery in Finland and we produce gluten-free beers, craft beers, ciders, long drinks/RTDs and retro-style soft drinks. For our export activities we concentrate on our gluten-free beer KUKKO (Pils, Lager, Ale, Helles, IPA, Black and Dark), special craft beers, our cider brand OIVA Nordic Cider (Blueberry, Cranberry, Apple and Strawberry), SKUMPPA sparkling cider (Red, White and Rosé) and RTDs (Gini, Brandy and Bitter). Our products come in bottles and cans. They are suitable for sale everywhere; in retail stores, restaurants, bars and cafes. They are affordable luxury for everyone.



Laitilan Wirvoitusjuomatehdas Oy (LWT) was founded in 1995 in the small rural town of Laitila, in the South-West of Finland. We make drinks from the purest Finnish natural ingredients and have an access to the best water in the world (according to UNESCO). We invest continuously into environmentally friendly production methods. Since 2001 we have used only wind energy in all of our production. We are ranked as the cleanest brewery in Finland (by Greenpeace).



PRODUCTS

Beer, Cider, Long Drink, Other beverages

SPECIALITY

Kukko Pils is the world's first 100% malt beer to receive the international gluten-free product trademark





foodfromfinland.com

Pure Taste Magazine

Finnish Supplier List

- your tools for presenting
Finnish offering on your market





THE PUREST FOOD COMES FROM FINLAND

FINLAND IS HOME TO NATURALLY DELICIOUS, PURE AND SAFE
FOOD.



[ABOUT THE INDUSTRY](#)

[EXPLORE KEY SEGMENTS](#)

[NEWS](#)

[CONTACT US](#)

[International website](#) » [Explore key industries](#) » [Food and beverages](#)

THE PUREST FOOD COMES FROM FINLAND

Finland is known for thousands of lakes, green forests, northern lights, and the midnight sun. Being the greenest country in the world, it is only natural that Finland is also home to naturally delicious, pure, safe and healthy food.

8.12.2020

- [Why Finnish food and beverages?](#)
- [Finnish Offering](#)
- [Pure Taste Magazine](#)
- [News](#)
- [Contact details](#)



AN ODE TO FINNISH FOOD

STARRING PURITY, SAFETY AND SWEET NORTHERN
AROMAS

According to the UN, Finland is the happiest nation on earth. The Finns' natural way of life is considered a key reason. Finnish food grows in clean air, soil and waters. The Nordic climate and long, bright summer nights lend our foods their own, distinctive flavours. Finnish food and drink taste of the pure North.

Finnish cuisine is very much about honesty and paying tribute to the ingredients. We're especially proud of the quality and safety of our food. Every aspect of the production chain from farm to table has been considered and secured. When it comes to food safety, we're world-class. We know where our food comes from and how it has been cultivated.

The Finnish food industry is also known for its fresh innovations that perfectly match the global trends of sustainability and healthiness. Food from Finland's Pure Taste Magazine has highlighted some of these inspiring Finnish innovations that are winning hearts and minds around the world. Also included are a few of chef Mikko Kaukonen's incredible recipes.

WELCOME TO
THE WORLD OF
FLAVOURS!



FACT AND FIGURES

88%
Finland's total area is 338 000 km², most of which (up to 88%) is forest

Oxygen
The cleanest air in the world (World Health Organisation)

Safety
Finnish poultry farms have been antibiotic-free since 2009 (Finnish Food Safety Authority, Evira)

1st Purest
The purest food in the EU (European Food Safety Authority, report on pesticide residues in food)

2nd OAT export
Finland is the 2nd largest exporter of oats (Food and Agriculture Organization of the United Nations)

Over one billion litres and hundreds of species of edible mushrooms grow in Finland's forests every year (Natural Resources Institute Finland, Luke)

Berry-rich
A total of 39 different types of edible wild berries can be found in Finland. The most widely known are bilberry, raspberry, lingonberry, cloudberry, cranberry, sea buckthorn and crowberry

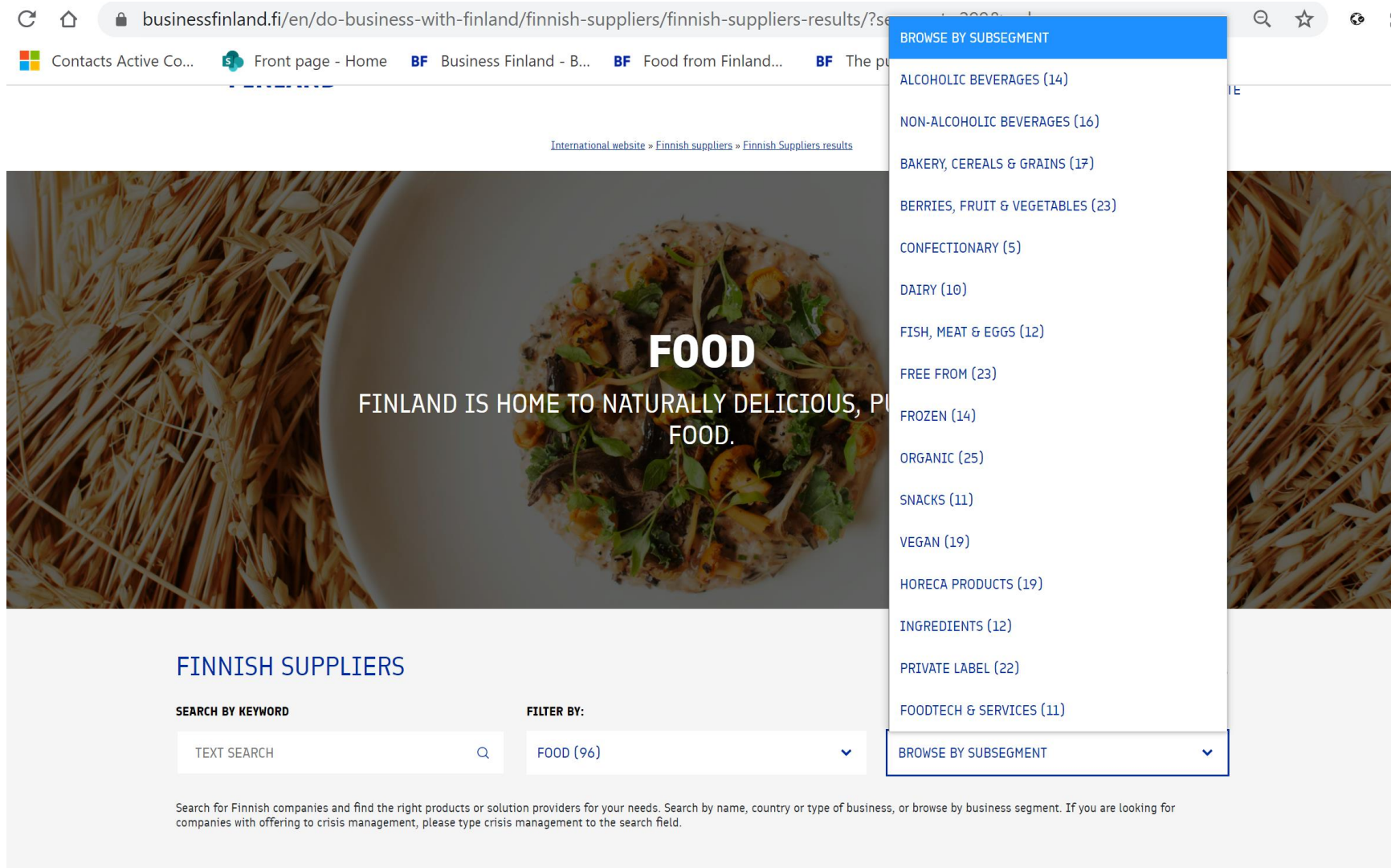
vitamin C naturally
Wild berries are an excellent source of vitamin C, containing as much as or even more than fruits and vegetables. (Aikio et al. 2010)

LINEs
Bilberries are low in fat and rich in fiber and contain vitamins C and E. The wild bilberry is three to four times richer in these flavonoids than the related highbush blueberry.

Natural resources Institute Finland
https://www.luke.fi/en/luke
Aikio, P. (2010) Bilberry. https://www.luke.fi/en/luke
Lundström, M. (2010) https://www.luke.fi/en/luke



- Language versions in Chinese, French, German, Japanese and Korean are on the way



businessfinland.fi/en/do-business-with-finland/finnish-suppliers/finnish-suppliers-results/?search=FOOD

International website » Finnish suppliers » Finnish Suppliers results

FOOD
FINLAND IS HOME TO NATURALLY DELICIOUS, PURE FOOD.

FINNISH SUPPLIERS

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Thank you
video#3

8.12.2020