

# FOOD

FROM FINLAND  
PURE TASTE MAGAZINE  
VOL. 2





# 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)

**1<sup>st</sup> Purest**

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

**2<sup>nd</sup> OAT export**

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

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

**Berry Rich**

A total of **37 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. (Arktiset Aromit)

**LINKS**

Natural resources institute Finland  
<https://www.luke.fi/en/Ruokavirasto>

Arctic Flavor Association  
<https://www.arktisetaromit.fi/en/Association/>

Luminous Oats  
<https://www.finnish-oats.fi/en/>



FOOD FROM FINLAND



# ”TASTE ALWAYS COMES FIRST”

MIKKO KAUKONEN, CHEF.

Chef Mikko Kaukonen is proud of Finnish ingredients and their purity, safety and diversity. He is Finland’s representative for the world’s premier culinary competition, Bocuse d’Or.

**Born in Helsinki, Mikko** has always been competitive and found his first outlet with football. His love for food and cooking started in his late teens. “Manual work and constant learning come very naturally for me. I’m a team player, and it takes teamwork to create first-class gastronomic experiences. I’d say team spirit is one of our cornerstones for Bocuse d’Or”, Mikko Kaukonen states.

Success in the Bocuse d’Or requires a tremendous amount of practice and perseverance. The goal is to

create stunning presentations and dishes with meat and fish in 5 hours and 35 minutes, all in front of a roaring audience.

“For the competition, everything needs to line up perfectly in terms of visual effect, time and taste. The cooking on display is highly technical. Everything is based on classic cooking techniques, but we aim to sharpen our tastes to perfection. However, I do want to keep things simple and focus on taste, as taste always comes first with food”, Mikko stresses.

## FINNISH SEASONAL DELICACIES ARE UNIQUE

When it comes to Finnish food, Mikko appreciates how honest and taste-driven it is.

“Finnish cuisine has always seen influences from the West and the East. Finnish restaurants are clearly into Asian twists at the moment, and our ingredients are perfectly suited for that.”

Summer is the peak season for many Finnish ingredients. Our northern nature, clean soil and bright summers create unique berries, vegetables and mushrooms. “The forests are full of treasure in the summer and early autumn. I like to forage for wild berries and herbs as well as currants and mushrooms myself”, Mikko explains.

One of Mikko’s favourites is the Finnish potato. “New potatoes are a uniquely Finnish treat. Many visitors are blown away by our small potatoes served with real Finnish butter. My other Finnish favourites, in addition to wild berries and mushrooms, are rye bread, pikeperch, root vegetables, game and our incredible crayfish.”

Finland’s food supplies are highly traceable and safe, which is also something Mikko values. “For instance, Finnish pork travels from farm to table in a very deliberate order. This guarantees good taste and structure, but also safety for the diner.”



## MIKKO KAUKONEN

- 39-year-old chef from Helsinki. Lives with his partner and their cat, Jojo.
- Part of culinary community Foodcamp Finland. Has worked in some of Finland’s best restaurants, such as Olo and Grotesk.
- Numerous culinary achievements in Finland and abroad, including Finnish Chef of the Year in 2019.
- In his spare time he enjoys playing golf.

**CHECK MIKKO’S  
DELICIOUS RECIPES:**  
From pages 14–23



# BEAUTIFUL BERRIES – TREASURES FROM FINNISH FORESTS

## KIANTAMA

Interview: Eija Wall, Sales and Marketing Manager, Kiantama.

### WHAT’S THE STORY BEHIND YOUR COMPANY? WHY DO YOU EXPORT FINNISH BERRIES?

We are a family business located in North-East Finland. Kainuu has been our home since the day we started. In my opinion, our berry products are some of the best high tech from Kainuu. Gold from our forests for the good of all people. The export market knows the value of Finnish berries, and approximately half of our revenue comes from export.

Berries have always been part of the Finnish diet, but elsewhere people might not know about their great benefits. Berries contain a diverse cocktail of healthy nutrients, such as fibre, vitamin C and E, the B vitamin folate and numerous minerals. Their polyphenols, which protect the berries from within, are also valuable for humans.

### WHAT’S THE BEST WAY TO USE BERRIES?

Berries are the definition of a superfood, and best of all, we can eat them straight from nature here in Finland. In fact, Finland’s everyman’s rights allow you to pick wild berries freely. Is there anything sweeter than picking your own berries? I believe we Finns are the happiest nation because we live so close to nature. However, some people don’t have access to wild berries, so our company wants to provide them to all the people of the world. Our mission is to get more people to consume berries.



Eija Wall, Sales and Marketing Manager, Kiantama.

**“FINNISH NATURE IS CLOSE TO MY HEART, AND WILD BERRIES ARE TRUE GEMS OF THE FOREST.”**

I love that I get to promote people’s health and well-being.” While Eija loves all wild berries, her favourite is the lingonberry. “Finnish lingonberries have a taste of pure health and Finnish forests.”

### WHAT MAKES YOU PROUD ABOUT KIANTAMA?

Our philosophy starts with respect and appreciation for our raw materials. Nothing goes to waste; we use everything we pick. For instance, we collect our leftover material and provide them for further use in various industries. At the moment, we’re taking part in a study to see what nutrients can be extracted from the leaves of different berries.

Finland’s nature and climate are ideal for berries, which allows sustainable production. Our clean soil and air coupled with a short, intense growing season create berries packed with nutrients and flavour. We provide berries in various forms: dried, ground, whole. We pride ourselves on manufacturing our berry powders from whole berries, maintaining their nutritional value.



## KIANTAMA

- Founded in 1973 in Kainuu.
- Specialist in wild berries and berry products.
- Finnish bilberries and lingonberries make up 90% of their production.
- Produces berry concentrates, frozen berries, dried berries, powders and purées. Kiantama owns the brand Biokia, offering a wide range of berry products to end users.



# WORLD-CLASS DRINKS FROM FINNISH RYE

## KYRÖ DISTILLERY

**Interview: Mikko Koskinen,**  
Co-founder Kyrö Distillery Company.

### WHAT'S THE STORY BEHIND KYRÖ?

Since we're Finns, the story begins in the sauna. As it happens, we were sipping American rye whiskey. Rye is an integral part of Finnish food and culture, and one of us came up with the idea of creating a Finnish rye whisky. Since the idea still seemed great the next morning, we turned it into reality. The Kyrö Distillery was founded in 2014.

In the beginning, we knew nothing about distilling, so we toured distilleries around Europe and got an education in the field. Whisky takes several years to mature, so we had other rye-based products planned from the start. Our gin turned out excellent, and right off the bat, it won its class at the world's premier spirits competition, the IWSC.

### WHAT IS YOUR CORE PHILOSOPHY?

Over the years, Kyrö Distillery has evolved from a wild dream into a bonafide success and champion of rye. Pure ingredients, Finnish nature and equality matter the most to us. Isokyrö, our home in Ostrobothnia, is also a big part of our brand. Our distillery is housed in a former creamery which was built in 1908. To us, Isokyrö stands for entrepreneurship, community spirit and good laughs. Our international customers also seem to value our local flair and can-do spirit.

**”DREAM AND DARE’ IS OUR MOTTO”,  
SAYS MIKKO KOSKINEN, CO-FOUNDER AT  
KYRÖ DISTILLERY COMPANY.**

Kyrö Distillery's drinks can be paired with various dishes. "Gin and tonic goes fantastically with fatty fish, such as salmon. Gin-cured salmon with cranberries and rosemary is a Finnish classic.

Our Dairy Cream liqueur is great with coffee and dark chocolate. As to our rye whisky, I recommend having it with good company", Mikko says.



### WHY DID YOU CHOOSE FINNISH RYE?

All of Kyrö's products are based on wholegrain rye from Finland. In many parts of the world, rye is seen as animal feed. We Finns love rye and even use it to make our national bread. From the fields to the bottle, we can guarantee the highest level of quality for our rye. Wholegrain rye is a very temperamental grain to distil, but avoiding shortcuts allows us to make the best possible product. We source the rye as well as our other ingredients as locally as we can. Many of our flavourings, such as birch leaves, are harvested right from our yard.

### WHAT DREAMS ARE STILL LEFT FOR YOUR FUTURE?

We want to take Finnish premium spirits and drinks to the world and become the number one rye distillery in the world. We're also working to make our visitor centre the best attraction in Finland and a must-see for travellers. Our greatest adventures are still ahead – always.

## KYRÖ DISTILLERY

- Founded in 2014. Located in Isokyrö, Ostrobothnia.
- Known for their rye-based spirits, such as gin, whisky and cream liqueur.
- Due to the Corona pandemic, Kyrö also produces hand sanitiser.
- Products sold in 25 countries
- Employs 29 people.
- Kyrö Distillery's single malt rye whisky received 98/100 points and a gold medal at the esteemed International Wine and Spirit Competition (IWSC).





# OATS CAN DO IT ALL – PLANT-BASED PRODUCTS ARE IN HIGH DEMAND

FAZER

**Interview: Sami Wirman,** Country Manager Sweden & International Sales Director, Fazer Lifestyle Foods.



**“OAT PRODUCTS ARE IN GROWING DEMAND.”**

They are a fantastic, versatile raw material that can really do it all. We are in high gear right now. The rise of plant-based products is a trend I’m excited to be part of”, says Sami Wirman, Country Manager Sweden & International Sales Director at Fazer Lifestyle Foods.

## CAN YOU TELL US A BIT ABOUT FAZER LIFESTYLE FOODS?

We are part of the Fazer Group. Essentially, our mission is to facilitate plant-based lifestyles without compromises. We are heavily focused on oats and continue to create new products and experiences around them.

We have a vast selection of delicious products ranging from non-dairy food supplies to plant-based meals and tasty snacks and cooking products. We have expanded our portfolio through in-house R&D as well as acquisitions.

We are proud to fly the Nordic flag and cherish the Northern flavours we get to introduce to the rest of the world. Fazer Lifestyle Foods aspires to become one of the leading producers of plant-based foods in Northern Europe.

## WHY OATS IN PARTICULAR?

Oat products are in high demand around the world. Their popularity is based equally on health merits and the global trend towards natural foods. Oats are known as the Nordic supergrain, and that says it all. Oats are velvety smooth and good for your gut as well as packed with nutrition. Among other benefits, oats contain beta-glucan, a fibre which helps manage blood cholesterol levels.

Growing up in the North has taught us to embrace oats and pioneering the field is a value-driven strategy for Fazer. We have our own oat mills in Lahti and in Lidköping. We are adding a new oat xylitol facility as well. Quality and purity are the hallmarks of Finnish oats. Oats are a versatile raw material and allow diverse options for processing.

Fazer’s products and Nordic values are held in great esteem around the world. Oat drinks, Oat gurts and Oat for cooking products have drawn global attention. These products are being manufactured in Koria’s production factory. In addition to their health benefits, oats are also environmentally friendly, as Finnish grains have a very moderate carbon footprint compared to their nutritional value.

## WHAT IS THE STORY BEHIND OAT XYLITOL?

Oat xylitol is a great example of creativity and innovative solutions from modern circular economy. Previously, our oats ended up for example as animal feed. Now, technology allows us to produce xylitol from the husks. We plan to open a new facility in Lahti in 2021 to produce oat xylitol for the food industry as well as the cosmetics and pharmaceutical industries.

For us, oat xylitol opens up new avenues that can provide our customers with healthier culinary experiences. Oat xylitol is good for your teeth, it’s sugar and calorie-free and also suitable for diabetics. We believe Finnish oat xylitol will make a splash around the world.







# FINNISH CHOCOLATE KEEPS CHARMING ABROAD

## FAZER

**Interview: Jonna Wibelius,**  
Head of Commercial Unit Asia, Director,  
Fazer Confectionery.

### WHAT ARE THE STRENGTHS OF FAZER’S PRODUCTS?

Fazer is all about meaningful food experiences. We combine a strong heritage with fearless creativity and bold innovations to offer wonderful tastes and memorable moments of joy, not to mention our carefully selected high-quality ingredients and outstanding packaging. We call it Northern Magic. Made Real. In addition to all this, Finland is known for our high level of food safety and clean environment, which adds additional value to our brands.

### WHAT SEPARATES FAZER FROM OTHER CHOCOLATE COMPANIES?

The unique taste. When talking about the uniqueness of Karl Fazer Milk Chocolate, it all comes down to its high-quality Ecuadorian Arriba cocoa and fresh Finnish milk. All cocoa Fazer uses is 100% responsibly sourced, and we are one of the few chocolate manufacturers that still use fresh milk.

### WHAT IS THE SECRET BEHIND THE BELOVED KARL FAZER MILK CHOCOLATE?

The secret recipe has remained the same since 1922 when Fazer’s milk chocolate was first launched in its famous blue wrapper. Fresh Finnish milk is a vital ingredient and one of the key contributors to its taste. To manufacture one 200-gram chocolate bar, three full glasses of milk are required. This guarantees a rich and velvety smooth flavour and gives our chocolate its distinctive taste.



**“FAZER IS ONE OF THE MOST VALUED  
BRANDS IN FINLAND”,**

says Jonna Wibelius, Head of Commercial Unit Asia,  
Director at Fazer Confectionery. Jonna sheds light on  
how Fazer is finding its way into Asian hearts.

### HOW FAZER BRANDS WERE RECEIVED IN ASIA?

Export to new markets is not a quick sprint but rather an ultra-marathon. We are still at the beginning of our journey, but Fazer’s strategic work towards the Asian market has resulted in positive development during the last couple of years. There is interest towards some of our key brands such as Karl Fazer and Geisha as well as our dark chocolate range. In South Korea, Xylimax is one of our key brands and in Japan, Fazer Moomin is quite popular.

## FAZER

- Fazer, The Food Experience Company is a Finnish family business founded by Karl Fazer in 1891.
- Fazer focuses on fast-moving consumer goods, operates in eight countries and exports goods to more than 40 countries.
- Karl Fazer Milk Chocolate is one of the most respected brands in Finland, and also a vital part of Finnish cultural heritage and cuisine.
- Fazer Group is divided into three major areas: Fazer Confectionery, Fazer Lifestyle Foods and Fazer Bakery.
- Fazer Lifestyle Foods is one of Fazer’s growth areas. It focuses on plant-based products, such as oat drinks and snacks.



# LIEPUSKA WITH WILD MUSHROOMS

## POTATO LIEPUSKA

**400g** Rosamunda potatoes (or other easily mashed potato)

**80g** egg

**40g** melted butter

**40g** sour milk

**100g** flour

**8g** salt

Set your oven to 200 °C and roast the potatoes for 50 minutes or until fully cooked. Scoop out the potatoes into a bowl and let steam until cool. Mash or blend the potatoes and add the other ingredients. Using a spoon, form flatbreads on an oven tray. Flour your hands and flatten each bread slightly. Bake in the oven at 180 °C for about 15 minutes.

## WILD MUSHROOM PURÉE

**50 g** fresh or frozen boletus mushrooms

**50 g** champignons

**1 kpl** shallot

**2 cloves** of garlic

**1dl** cream

**1dl** milk

**4g** salt

Dice the mushrooms and chop the onion and garlic. Sauté the onion and garlic until translucent. Turn up the heat and add the mushrooms. Fry until all the liquids have cooked off. Add the milk, cream and salt. Let boil for a little while. Use a blender to bring the mixture into a purée and transfer into a piping tube.

## PICKLED ONIONS

**6** pearl onions

**0,5 dl** white vinegar

**1 dl** sugar

**1,5 dl** water

Combine the vinegar, sugar and water and bring to a boil. Split the onions lengthways, add them to the pot and boil for 4 minutes. Let cool in the brine and then separate the onions layer by layer.

## MUSTARD SEEDS IN VINEGAR

**1dl** yellow mustard seeds

Water to boil

Broth from the onions

Rinse the mustard seeds thoroughly. Use plenty of water to boil the seeds for 15 to 20 minutes, then strain. Let cool in the vinegar broth.

## SAUTÉED MUSHROOMS

**Handful** of chanterelles

**Handful** of boletus or other wild mushrooms)

Oil

Butter

Salt

Pepper

Cook the onions in oil until they are lightly browned. Then add butter and let it brown slightly. Season with salt and pepper.

**Garnish:**

Chopped chives.





# SUMMER POTATOES, SMOKED SOUR CREAM AND CRISPY RYE BREAD

## BOILED NEW POTATOES

**300g** small new potatoes  
**1l** water  
**1dl** salt  
**1/2dl** fresh peas  
 Fresh dill  
 Chopped dill  
 Chopped chives

Wash the potatoes. Season the water with salt and dill and bring to a boil. Add the potatoes and boil gently for 8 to 12 minutes or until cooked. Add the peas and let them steam with the potatoes. Season with brown butter and chopped herbs.

## BROWN BUTTER

**200g** butter  
 Thermometer

Heat up the butter in a pot until it reaches 156 °C. The butter will boil ferociously, so choose a large enough pot! Once brown, pour the butter into a container and let cool.



## SMOKED SOUR CREAM

**200g** sour cream  
 Salt

Strain the sour cream through a cloth overnight. Then use a traditional smoker or liquid smoke to create a rich, smoky flavour. Season with salt and if needed, add some of the strained liquid for a lovely, shiny texture.

## CRISPY RYE BREAD

**2 pieces** of rye bread  
 Oil  
 Butter  
 Salt

Cut the bread into small chunks. Fry the chunks in oil first and then add the butter. Keep cooking until the mixture gets crispy, then strain out the excess fat. Pour over a paper kitchen towel to remove more fat.  
**Garnish:** Wild wood-sorrel, fresh peas



# SUGAR-CURED SALMON, JERUSALEM ARTICHOKE AND SOUR MILK SAUCE WITH DILL

## SUGAR-CURED SALMON

**400g** fresh salmon  
**150g** salt  
**150g** sugar

Remove the skin and brown fat from your salmon. Mix the salt and sugar together. Cover the salmon and let cure for two hours. Wash off the salt and sugar and then let rest for two hours in the fridge. Cut the salmon into thin slices to serve.

## ROASTED JERUSALEM ARTICHOKE

**12** Jerusalem artichokes  
**1/2 dl** rapeseed oil  
**1/2 rkl** salt  
Black pepper

Wash the artichokes thoroughly. Cover them with oil and season with salt and pepper. Roast the artichokes at 225 °C for 15 minutes.

## ARTICHOKE AU NATUREL

**2** Jerusalem artichokes  
**1tbsp** olive oil  
salt and pepper

Cut into thin slices with a sharp knife or mandoline.

## SOUR MILK SAUCE

**5dl** sour milk  
**2tbsp** crème fraîche  
**3** pots of dill  
**2dl** rapeseed oil  
**2tsp** salt  
Black pepper

Strain the sour milk overnight in a coffee filter. Pour into a bowl, add the crème fraîche and season with salt and pepper. Blanch the dill for 30 seconds in boiling water and cool in ice water. Dry off the dill and then blend with oil. Strain the mixture through a cloth. Season the sour milk sauce with the dill oil before serving.  
**Garnish:** watercress, dill blossoms or other herbs





# ROASTED RACK OF PORK AND SUMMER CABBAGES

## RACK OF PORK

**1** rack of pork  
Salt  
Black pepper  
Rapeseed oil  
**1dl** honey

Season the rack with oil, salt, and pepper. Roast at 150 °C until the internal temperature reaches 62 °C. Once done, baste the rack with honey and glaze under the grill element in your oven.

## BEARNAISE SAUCE (PHASE 1)

**Reduction:**  
**200g** white wine  
**100g** white vinegar  
**1** shallot  
**1** bay leaf  
**4** whole white peppers  
**1/2** pot of tarragon

Peel and chop the onion. Add all the ingredients to a pot and cook until only 1/3 of the liquid is left. Strain the solids.

### (PHASE 2)

**4** egg yolks  
**200g** butter  
**100g** reduction  
**1/2** pot of tarragon  
**1/2** lemon  
**4 drops** of Tabasco  
Salt

Heat up the yolks and reduction to 84 °C in a water bath while whisking continuously. Continue whisking and add the butter. Season with lemon juice, Tabasco and chopped tarragon and salt to taste.

## SUMMER CABBAGES

**1/2** summer cabbage  
**8** pieces of long-stem broccoli  
**4** Brussels sprouts  
**50 g** Parmesan  
**1/2** lemon  
Salt and pepper

Cut the summer cabbage into four pieces, halve the Brussels sprouts and remove the ends from the broccoli. Grill all the cabbages and season with salt, olive oil, black pepper, lemon juice and grated Parmesan.





# YOGHURT CREAM, BILBERRIES, PINE OIL AND CRISPY OATS

## YOGHURT CREAM

**500g** Turkish yoghurt (10% fat)  
**120g** powdered sugar

Strain the yoghurt overnight in a coffee filter.  
Season with powdered sugar.

## PINE OIL

**50g** pine needles  
**100g** rapeseed oil

Blend together and strain through a cloth.

## CRISPY OATS

**25g** sugar  
**25g** room-temperature butter  
**25g** flour  
**15g** oat chips  
**15g** almond flour  
**1 tbsp** ground cardamom

Mix all the ingredients, transfer to a lined oven tray and roast at 160 °C for about 20 minutes, stirring occasionally.

## BILBERRIES

**125g** bilberries  
**1tbsp** honey

Season the bilberries with honey.





## HUNGRY FOR MORE?

Pure tastes from the Arctic  
North are only a click away.

**[www.foodfromfinland.com](http://www.foodfromfinland.com)**

**Facebook:** @nomfinland

**Twitter:** @FoodFromFinland

**Wechat:** 芬享美食

## CONTACT US:

**Esa Wrang** Food from Finland  
Program Director Head of Industry, Food,  
Business Finland

**[esa.wrang@businessfinland.fi](mailto:esa.wrang@businessfinland.fi)**  
**+358 400 243 076**

**Annaleena Soult** Food from Finland  
Program Manager, Business Finland

**[annaleena.soult@businessfinland.fi](mailto:annaleena.soult@businessfinland.fi)**  
**+358 40 3433 447**