

DÉLICE

NETWORK

ANNUAL GENERAL MEETING

Sustainable food in the MICE market

STAVANGER, NORWAY

SEPTEMBER 22 - 25 2019



DÉLICE

DELEGATE CITIES

AARHUS/DENMARK
BARCELONA/SPAIN
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CALI/COLOMBIA
GAZIANTEP/TURKEY
GUANGZHOU/CHINA
GOTHENBURG/SWEDEN
HELSINKI/FINLAND
LAUSANNE/SWITZERLAND
LISBON/PORTUGAL
LYON/FRANCE
MADRID/SPAIN
MALMÖ/SWEDEN
MÉRIDA/MEXICO
MONTRÉAL/CANADA
PORTLAND/USA
PUEBLA/MEXICO
RIGA/LATVIA
STAVANGER/NORWAY
TUCSON/USA
TORINO/ITALY

DÉLICE ANNUAL GENERAL MEETING 2019: STAVANGER

Stavanger is at the cutting-edge of the Nordic gastronomy renaissance, hailed for its restaurant scene, from fine dining to less formal settings, and the sourcing of local produce. However, the city's food offer has seen dynamic changes in a relatively short period of time and Délice members were given first-hand insights into the transformation.

The Annual General Meeting provided the platform to discuss a range of new topics relating to the enrichment of city food cultures and food economies, in particular the role of eating options in the \$1.5 trillion meetings, incentives, conferencing and exhibitions (MICE) market.

This booming global industry offers outstanding opportunities for city destinations to “sell” their food scenes and win tourism business. So why aren't more cities taking a strategic approach to the challenge? And how can they offer more interesting and affordable conference food in a sustainable way?

To examine the issue, chefs from Délice cities took part in an innovative Chefs Challenge, working against the clock to provide a “taste of home” to large numbers of visitors at Nordic Edge Expo, a flagship MICE event in Norway. The exercise produced a set of Délice recommendations for future action.

Elsewhere during the gathering, there were informative presentations from Stavanger food scene professionals, and the network, which was well represented by new members and established city connections, heard how best practice is being activated in global destinations stretching from Colombia to Latvia.





STAVANGER: A HOLISTIC FOOD CITY

Surrounded by mountains, fjords and tiny islands, Stavanger is known as Norway’s “Oil City” and exploration for “liquid gold” delivered huge wealth. The Norwegian Petroleum Museum on the dock is a constant reminder of source of the city’s economic might. Stavanger rode out the turbulence of the financial crisis in 2009, but the slump in the price of crude oil in 2014 sparked calls for diversification and the role of food and tourism has become increasingly important.

Interestingly, a series of speakers explained there was no restaurant/food scene in Stavanger 20 years ago, certainly not in the way it is celebrated today. Famous for its pretty white wooden houses, the city is part of the county of Rogaland, now hailed as Norway’s “Food Pantry.”

The area is rich in incredible produce and grows half of Norway’s tomato crop. From lamb, poultry and game to a thriving aqua culture industry and stunning vegetables, the city of Stavanger, with its 130,000 inhabitants, is home to Gladmat (“Happy Food”), Norway’s largest food festival, which is attended by 250,000 food-lovers, families and chefs from all over the world.

“Nature, culture and food”

Success brings responsibilities and new challenges, as Arna Smistad, former general manager at Måltidets Hus AS/NCE Culinology, explained: “We talk about nature and culture and food. We are also aware the food industry cannot do it alone, it cannot work in isolation. We need to cluster with tourism, hospitality and health as a food destination.”

Arna recalled how the Stavanger food sector was fragmented in the 1990s with no over-arching vision. Then the municipality, the region, gastronomy sector, farmers and fishermen started to collaborate and gave birth to the idea of “culinology,” a combination of food, food art, science and technology. “Sharing has become the way of doing things here,” said Arna.

The Mayor’s perspective

Christine Sagen Helgø, Mayor of Stavanger, said: “Networks like Délice are very important for Stavanger because we want to develop the city within the food sector. It is important to learn from others and explore new opportunities.”

Christine, who hosted the Délice formal dinner at Ledaal, the King’s official residence, added: “When I moved here 22 years ago, there were a few restaurants and not many people used them. It has been a development and it is thanks to the oil and gas industries, and the business community. They started using the restaurants and now all the inhabitants go to them.

“The good quality products makes Stavanger distinctive. A lot of the restaurants follow the seasons and the city and the region has developed this together.

“I see the future in people like my children, who are 18 and 21. They love to go to restaurants and love food on the internet and social media. They are the next generation and I think they will go out more than us. It is a different culture from me and my parents.”



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Christine Sagen Helgø,
Mayor of Stavanger

STAVANGER AGM IN NUMBERS



38
delegates



21
global cities
represented



14
food industry
experts



6
best practice
presentations



We have had excellent discussions and made interesting connections. Guangzhou will keep working to promote the diversity of our cuisine and gastronomy culture, and we hope to make more collaborations with Délice member cities

“MY DÉLICE”

Lin Hong,
Representative of Guangzhou

STAVANGER BEST PRACTICE: RESTAURANT RE-NAA

In 2016, RE-NAA became the first restaurant in Norway outside Oslo to receive a Michelin star. The accolade came seven years after the business was launched by chef Sven Erik Renaa and wife Torill. They source everything they need within half an hour's drive – or boat ride – of the kitchen.

The RE-NAA message is uncompromising. “We are a restaurant of quality. Quality, quality, quality,” said Torill. “Quality in products, quality in people, quality in ingredients, quality in furniture.”

Although it is only 10 years old, the restaurant and its associated outlets have undergone radical changes to take account of changing customer demand. The original restaurant, a fine dining establishment with 70 covers, offered five tasting menus. The 2019 Michelin star version has 20 seats – and one menu. The business has diversified, too: there is a bistro with three party venues, a bakery and artisan pizzeria (Xpress), and a pizza restaurant at the airport.

What are the pressures of running a Michelin star restaurant?

Torill: “You are judged every day. Every plate you deliver to a customer, you are judged on it. It takes a specific type of person to live under that pressure.”

What is the impact of winning a star?

Torill said the city celebrated when the restaurant was recognised by Michelin, and the accolade helps Stavanger to market itself. But what is the support for the restaurant, which invests heavily in training, for example? Torill added: “Sometimes I wake up and think, ‘If I lose that star, my life is over.’”

How can the industry keep – and attract – new recruits?

“Education is key because people need to be proud of what they are doing. This is a real occupation, it is not a part-time job. I am a trained waiter and sommelier, but I also have a bachelors in economics.”

STAVANGER BEST PRACTICE

FEEDING THE ELDERLY IN CARE HOMES

Délice's mission to examine social responsibilities alongside destination food promotion prompted a fascinating look at catering for the elderly.

Kai Victor Hansen, associate professor of restaurant management and meal science at the University of Stavanger, analysed the populations of Délice cities and revealed about 20% of citizens are aged 65 and over. In Norway, improvements in life expectancy mean the number of people over 67 will double, rising from 0.9 million to 1.8 million, by 2060.

A significant proportion of elderly patients admitted to hospital suffer from malnutrition but small things can make a big impact. It can be as simple as the colour of plates, said Kai.

Care homes typically serve food on plain white plates and Kai was interested why large amounts of food are often left uneaten. A research project involving elderly people with dementia revealed only 36.4% finished all the food when the meal was presented on a white plate. However, on a plate with a white centre, an orange circular band and a red rim, 63.7% of people finished the dish.

Kai said the whole experience matters to elderly residents, including the dining room ambiance and acoustics, and the friendliness of the service.

Educating consumers "cheese house"

A former bank in Stavanger provides a wealth of good food – and a treasure trove of learning. Ostehuset (Norwegian for "Cheese House"), which is a café, bakery, restaurant and wine shop, had three employees when it was founded by chef Tom Helge Sørensen and Hanne Norman Berentzen in 1999. Today, there are three sites and 70 employees. The business plays a crucial role in changing people's perceptions of dining culture and food.

Hanne recalls how local people used to consider gourmet food options at weekends but ate "prefabricated food during the week and few greens." Two decades have made a huge difference and Ostehuset's food mission is informed by a neat Anglo-Norwegian-Spanish acronym: TAPAS.

T: Tilstede – Awareness
A: Ansvar – Responsibility
P: Passion
A: Ambisiøs – Ambition
S: Stolt – "Be proud!"

Ostehuset is on a mission to help people make healthier food choices. "When we started, we thought we would have a shop where we could educate people and they would come to our café. We didn't know there was a market but it came quickly," says Hanne.



“

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Hanne Norman Berentzen
Ostehuset





SUSTAINABLE FOOD IN THE M.I.C.E MARKET

In the global business events market, the numbers are huge. The sector supports 26 million jobs and there are 1.5 billion participants in more than 180 countries. Crucially, there are outstanding opportunities for city destinations to “sell” their food scene.

So why is the culinary offer at conferences and exhibitions typically the product of a “one-size-fits-all” approach where freshness, flavour and variety play second fiddle to budget pressures?

What about the huge amount of uneaten sandwiches and snack bowls, the wasted energy consumption, and the unnecessary packaging?

With sustainability at the top of the food agenda, it is time for major venues and caterers to take a responsible approach to the lucrative meetings, incentives, conferencing and exhibitions (MICE) market. The time is ripe for a new focus that helps to combat waste.

A new strategy also makes financial sense for conference destinations with a wider leisure tourism agenda. If you give business visitors an unforgettable taste of your city’s culinary scene, they might come back with their family and friends – and add a further boost to economic development.

At the very least, a great food experience may lead to return visits by business travellers, word-of-mouth recommendations and “shout outs” on social media.

Against this backdrop, chefs from seven diverse Délice cities volunteered to prepare lunch for delegates at the Nordic Edge Expo in Stavanger, where the role of new technology in driving SmartCity concepts took centre stage.

“

The most important thing about Délice is not only what I can learn from the network, but what I can give back. In Cali, we have all the points of gastronomy but we need to put it all together and Délice helps us with that.

“MY DÉLICE”

Stefania Doglioni
Cali

THE DÉLICE CHEFS CHALLENGE

The topic of the Nordic Edge Expo was “Life Actually” and the use of technology to enable change. As part of the event, Rogaland County Council and the City of Stavanger invited chefs from seven Délice cities to take part in an innovative challenge: to cook delicious food for conference delegates that offered an authentic taste of their home culture.

The dishes had to be nutritious, easy to serve and easy to eat (due to limited seating capacity), and be capable of being delivered in large numbers in a 45-minute lunch break. In summary, Délice chefs had to create a food court like no other.

In total, they cooked a total of nine dishes – including three vegetarian options – and charged about 8.5 euro to 9.5 euro per plate. They cooked a total of 1,200 dishes over the three-day event.

THE CHEFS CHALLENGE TEAM AND THEIR DISHES

Gaziantep - Ibrahim Doga Citci – chickpea stew with lentils, bulgar, tomato and parsley

Barcelona - Sergio Gil – slow-roasted pork neck with garlic

Tucson - Todd Sicolo – steak steam bun with gochujang BBQ sauce and kimchee

Torino - Christian Mandura – Italian mussel soup with tomatoes and garlic toast

Riga - Maris Jansons - pickled celery root with quinoa and salsa verde; lamb sausage with smoked potato mash and portobello mushrooms

Kobe - Tomonori Matsushima – slow-roasted pork with potato and mushroom, fermented soy sauce

Brussels – Yves Mattagne – Belgian waffle with goats cheese cream, leek and truffle; and Belgian waffle with smoked salmon and eggs.



The dishes needed to taste good, use local ingredients and show we can cater for large groups with something other than cold sandwiches.

Catherine Selvaag
project manager,
Délice Chefs Challenge





DÉLICE EXPERTS

MICE market: Per Morten Haarr, director, Stavanger Conventions Bureau

Catering sector: Tommy Ranti, chef, Stavanger

Farmer: Nacho Peres, founder of Can Gallina Project, Barcelona

Destination: Katarina Torstensson, sustainability strategist, Göteborg & Co



If we don't involve producers in the chain, it cannot be sustainable... It is not a sustainable restaurant if the supply chain is not sustainable.

Federica Marzioni,
Representative of Barcelona

THE BIG DEBATE

In a conference room above the Nordic Edge Expo, a panel of industry experts led Délice delegates through the major issues affecting catering decisions in the MICE market, sparking a lively debate and seeding ideas to drive positive change.

Combating waste was a recurrent theme, as was the way cities and venues might be able to make interventions in the supply and delivery of food.

The session was chaired by Guy Bigwood, managing director of GDS-Index, who offered a stark warning: "Waste is huge in the MICE market. People don't show up. People want the buffet full all the time when it should be emptying during the day. They want international food, but what about local food?"

The statistics speak for themselves: the food sector is responsible for 26% of global carbon emission but almost a third of food ends up in the dust bin. "Nature doesn't have waste. Why do we have waste?" asks Guy.

The challenges are set against changing trends and dining aspirations, such as the boom in the vegan market, and consumer demand for sustainable food options with improved nutritional value.

A root and branch solution is required, from menu design and food storytelling to taking on board ideas put forward by the influential Chefs' Manifesto. There is a vast selection of stakeholders comprising organising companies; the venues; the caterers and their chefs; food producers and suppliers; and, of course, the customer.

Additionally, there is a price to pay for dishes with better nutritional value and higher sustainability credentials. But is this a price worth paying? And who pays it – the event organiser, the venue, the caterer or the delegate?

Délice held a lively question-and-answer session with a panel of experts to inform discussions about the big issues facing catering for mass events. Here is what they said – and some of the lessons learned.

Per Morten Haarr: "This is a trillion dollar industry. Millions of people are on their way to business events. They are business travellers and they don't get a flavour or sense of where they are. Visitors come and stay in our cities and they have no contact with the local community. Most come for work, and food is maybe the one place we have got them and can tell a story. There are huge possibilities for destinations that crack this. Let buffets tell the story."

"There are many stakeholders. Some people may be reluctant [for change] because they want to make a profit, they are scared, they want safety. It takes a lot of courage and confidence for a caterer to say, 'No! This is my menu. It tells the story of Stavanger.' Sometimes [food] decisions are made for us and we are not involved."

Nacho Peres: "I love the Chefs' Manifesto but if we want to do it the first thing we have to address is the moral and ethics of the market. We have to humanise the market. We have to apply dignity for producers and the only way we can do it is to humanise the market. This is a big challenge. We have to think about sustainability every day – how to improve, how to make it better. Local farmers have to be protected."

Katarina Torstensson: "As a destination, we have been working on this for some years and using meetings and events as a catalyst for change. We started focusing on organic products for meetings and events. It took a while but it is not an issue today... Don't wait for someone else [to make changes]. Just start doing it and put your heart into it. There is nothing that can change people like passion."

Tommy Ranti: "There are no end to the possibilities. We want to make the region's food culture and nature more visible and available. At exhibitions, we should have food courts that don't have a million choices. This is crucial for cutting down on waste."

Through debate and discussion, members agreed on a series of actions that will be developed with a view to improving standards of food in the MICE market, creating opportunities for all stakeholders to drive business, from food suppliers to event organisers.

Destinations can play a key role including supporting the setting up of food innovation laboratories and developing a public-facing sustainable food communications strategy, using digital content to reach audiences.

Here is the list of Délice recommendations for the food offer in the global MICE industry:



Our DNA is sustainability. It is all about getting your partners to buy in. If you have someone who doesn't think it is important, you have to get them outside the chain. You have to hold each other accountable.

Jeff Miller,
Representative of Portland

FINAL RECOMMENDATIONS

ACTIONS THAT DMOs / CITIES CAN / COULD TAKE

STRATEGY

Integrate sustainability into food vision for destination with clear goals and KPIs

Co-create strategic plan with key stakeholders

Benchmark performance (GDS-Index)

Policy: Advocate for and co-create destination wide policies with legislators to reduce food and plastic waste

CLIENTS

Incentivise good behaviour i.e Link client support and subventions to implementation of sustainable event standards

Redesign familairisation trips: Incorporate producers, edutainment of local flavours and techniques

COLLABORATION

Facilitate greater dialogue between producers and buyers: Organise events to connect suppliers to buyers, open farm weekends

Promote and support development of local food hub linking clients and producers

Create Sustainable Restaurant Initiative

COMMUNICATIONS

Develop sustainable food communications strategy: Video, social media, website etc

Promote producers to events organisers, clients and suppliers. i.e develop QR codes to show local producers (video)

Communicate / educate with facts and figures

INNOVATION

Set up an innovation lab to accelerate food tech. (Funding, angels, space)

Launch a sustainable food inovation award with funding

Promote sustainable food apps to calculate carbon footprint of food, "food rescue"

EDUCATION AND STANDARDS

Create / promote a local sustainable food label

Promote reduced set of trustworthy sustainable tourism / events standards and certifications

Organise / promote education programs Particular focus on PCOs / local clients

CITY-OWNED VENUE AND EVENTS

Require implementation of standards in all city venues

Require implementation of standards in all city organised events

Integrate sustainability standards / requirements in all supplier contracts

STAVANGER FOOD EXPERIENCES

BOCUSE D'OR DELIGHTS

The Bocuse d'Or is the summit of grand culinary endeavour, gastronomy's equivalent to the Olympics Games. It is hailed as the toughest global cooking competition and the final is held in Lyon every two years.

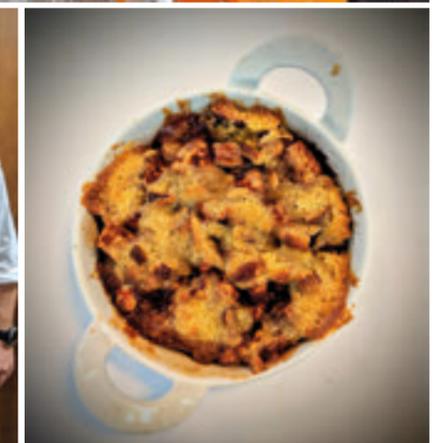
France rules the roost with the most gold medals (seven) but second place in the historical rankings goes to Norway with five top finishes. Norway also has the most overall medal tally (11) if silver and bronze are counted.

Délice AGM attendees enjoyed a buffet lunch prepared by Charles Tjessem, who won the Bocuse d'Or in 2003. The food, modestly described by the chef as "simple finger food," showcased the best local produce of the Stavanger area. The only ingredients from outside the locality were the salt and the pepper.

Tjessem was assisted by Bo Jensen, a chef turned cheesemaker, whose Lille Aske goats cheese won super gold at the World Cheese Championships. The super smooth Lille Aske that featured in the lunch was only one-week-old.

STAVANGER FOOD FACT FILE

- In the 19th century, Stavanger exported 350 million cans of sardines globally
- Local mushrooms include golden yellow chanterelles, funnel chanterelle and porcini
- The berry crop includes blueberries, cloudberry, strawberries and lingonberries
- Halibut was considered a "holy" fish and is found in Bronze Age rock carvings
- The waters around Stavanger are rich in shellfish such as langoustine, crab, oysters, mussels and lobster
- The Norwegian School of Hotel Management opened in Stavanger in 1912
- In addition to Gladmat, Stavanger holds festivals for tomatoes, potatoes, fruits and salmon, craft beer – and plant-based food





NATURAL FOOD PRODUCTION

Sustainable sourcing and technical brilliance were showcased by chef Frode Selvaag at his restaurant in a former boathouse on the island of Finnøy.

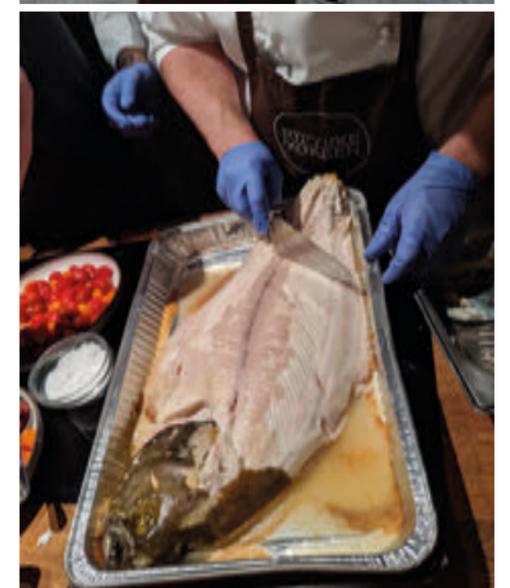
The four-course dinner, served on communal wooden tables at Landahuset, epitomised the lessons of Stavanger cuisine: a respect for local, seasonal ingredients where each dish celebrates the produce, whether it is from the land or the sea.

Simple platters of cured pork and roasted pumpkin were served as canapés before fish took centre stage. A starter of fresh salmon, smoked that morning with juniper, was accompanied by pickled cauliflower, herb salad, parsley oil and fried onions.

The cooking maximises the natural bounty, and nothing is wasted. There are tiny crabs in abundance in the waters that lap against the dock outside the restaurant, but some of the shellfish are very small. “We have millions of these and nobody uses them,” said Frode. However, the crabs make a delicious bisque, which was served with pan-fried hake fillet and pickled fennel.

Frode is the official chef for sterling white halibut and he explained the intricacies of cooking the giant fish. The margin of error for over-cooking is small, a matter of seconds. The carbon footprint here is small: the chef rows to another island to collect his vegetables. The grower also supplies Noma in Copenhagen. The latest harvest featured sweet parsnips, carrots and yellow beetroots, which were roasted.

“The service here is military,” joked Frode as he invited members to form a queue at his serving table. “You can ask for more, or less, and come back as many times as you like.”



REFLECTIONS ON THE STAVANGER AGM



**Délice president
Olivier Marette (Brussels)**

What stood out for you about the gathering?

"I am really impressed with the contribution of the most recent members. The cities understand the project and they came to Stavanger with a positive image of what Délice is. The network can only exist if the members understand its purpose. The new members are already active, involved and committed."

Describe how Délice has developed since it was launched?

"Back in 2007, gastronomy was pretty much about fine dining and you had to have a fine dining dinner at Délice meetings. Now you can have street food. The network covers more topics and the scope is so wide. We always try to stay in line with the developing food scene. We are a technicians' network, not a network of politicians. Our angle is different. It is about practical, pragmatic advice."

What is the big benefit to you of the network?

"I have picked up so many great ideas in ten years. I never expected to learn from, say, Puebla, not because I felt superior but because we are so different. Growing Délice is not an isolated objective, it is a tool for us to learn. We can all learn from our diversity. Diversity is making us better. "



May Endresen, of host city Stavanger and Délice vice-president

What was the highlight of the Stavanger AGM for you as host city?

"We are particular proud of the chef collaboration, introducing food from seven different Délice cities to the Nordic Edge Expo. It proved that food at big exhibitions can be good, sustainable and made out of local products – a new and very exciting experience. Introducing sustainable food in the MICE market as a topic on the SmartCity conference has been very important for us."

What do you think is the biggest challenge for Délice as it looks ahead to 2020 and beyond?

"For us, the biggest challenge is to find good ways to work together with some of the cities on concrete projects. This will allow us to share experiences and knowledge beyond the two meetings every year."

How do you think Délice can drive change and improve the lives of citizens?

"Food and local food production are important for all cities and their inhabitants. The Délice Network can help cities develop food strategies to make local food accessible and a priority for citizens, and also a tool to attract more tourist. Successful inter-city collaboration between the Délice cities might be a sign of success as this will be an indication of true knowledge sharing."

WELCOMING NEW DÉLICE MEMBERS

The Stavanger AGM celebrated the new membership of Mälmo, Sweden, and the election of Portland, Oregon, the US city becoming the network's 31st member.



Portland – with Jeff Miller

What benefits do you believe Délice membership will bring to Portland to help the city deliver its key food aims/strategies?

The ability to learn from other cities' work and the ability to access the network as issues and opportunities come up. The projects I saw in Stavanger and the devotion to moving culinary strategy forward is inspiring.

What is the biggest challenge facing Portland regarding food and food culture?

I'm pleased at Portland's current stage but, as with all cities, what's next? So many cities have great food so how do you differentiate yourself as you grow towards the future? Portland has focused on diverse communities but I can clearly see Mälmo has already done amazing work here. How can I learn from them?

What makes Portland distinctive with its food offer?

I think it is the collaboration between growers, chefs, chefs with each other, and makers. These sorts of collaborations are the norm not the exception. There is a generosity of spirit and knowledge in our food community.



Mälmo – with Karin Tingstedt and Ann Nyström

What makes Mälmo such an interesting food city?

We are not a traditional food destination from an international point of view. The first Mälmo restaurant joined the Michelin Guide in 2015. Mälmo is considered to be one of the world's most sustainable cities.

Mälmo is a cultural melting pot. What can you tell us?

We are fourth in the world for having the most nationalities after New York, London and Washington, and 50% of the population is under 35, so we are a very young city. In total, there are 186 nationalities in Mälmo so we are a United Nations of Food.

How is this diversity reflected in the food scene?

There are lots of projects in Mälmo linked to the food industry. The Yalla Stairs, a social enterprise and cooperative, helps migrant women to boost self-esteem and independence through catering projects and Botildenborg, an innovation centre for sustainability, promotes social gastronomy and growing food as catalysts for learning languages.

BEST PRACTICE: SPOTLIGHT ON DÉLICE CITIES

Member cities made short presentations to highlight outstanding food campaigns and projects, providing insights into the range of their innovative work.

Cali

Stefania Doglioni described the challenges facing the Colombian city, where working in hospitality is unpopular and there is high staff turnover. A new three-semester training programme aims to redress the balance by teaching food theory, practice and production. It has a strong social education and inclusion objective, and is seeking to reintegrate former militants into Colombian society. So far, there have been 360 graduates with a 95% employment rate.

Lausanne

The idea of reconnecting local politicians with the population – and a drive to promote local produce and terroir – led to a unique collaboration, “A Mayor in the Kitchen,” for the Lausanne À Table programme. Elise Rabaey recounted how seven politicians, including the mayor, shopped with chefs at the local market and worked on mise en place before a special dinner for paying customers at the Villa Mon-Repos.

Riga

The hunt for the flavour of contemporary Latvian cooking is a hot topic in Riga, according to Linda Pukite. Nordic food influences, multi-cultural trends and seasonality prevail. Against this backdrop, a new food court (Central Gastro Market) with 22 outlets opened at the UNESCO World Heritage listed Central Market. It complements events like the Riga Restaurant Week, held twice a year. The autumn festival might celebrate “gifts from the garden and forest” like berries, game and mushrooms.



Aarhus

The Danish city co-hosted the launch of the Nordic Michelin Guide, celebrating the awarding of new stars, to publicise its own food scene. Jesper Borg Christensen reported how a programme of food-related events, including tastings of restaurant dishes, sampling of chocolate, producer showcases and a sensory demonstration of taste ran alongside a three-day press tour. Media coverage included 2,994 articles and 42 television features.

Montréal

The city’s restaurant week, MTLàTABLE, showcases Montréal’s culinary arts, artisan producers and chefs, uniting these key players to position Québec’s largest population centre as a gateway to local products. “Aliments du Québec” features on menus as a recognition mark for restaurants and institutions that promote local products. Stéphanie Laurin explained how a new collaboration with start-up Arrivage empowers producers while providing better relationships with chefs through the development of new business tools.

Puebla

The Mexican city is exploring initiatives to combat food nutrition challenges. Eduardo Covian Carrizales told delegates: “We have no problem about food. We have a problem with nutrition.” The health and tourism sectors are working together on a strategy to produce better, healthier food. One aim is to bring together the new generation of culinary students and the local people with knowledge of traditional recipes. Urban gardens, growing tomatoes, coriander and chillies, are encouraged in central Puebla and receive tax breaks while nutrition schemes are being introduced in schools.

FOOD THOUGHTS



Being a SmartCity is all about people – and making people's lives better.

Christine Sagen Helgø,
the Mayor of Stavanger



Sustainability started many years before the word. It has always been a focus for me to help my suppliers – going the extra mile to get the correct product and help my farmers, hunters, foragers and fishermen.

Chef Sven Erik Renaa,
Restaurant Renaa



One of the biggest public health issues in Norway is loneliness. We didn't have a restaurant tradition in Stavanger. We have to lower the threshold of going to a restaurant and meeting in public places.

Eli Nessa, director Urban Sjøfront
(Urban Seafront)



Make a culture for staff that shows you are responsible and ambitious. Employ staff that are better than you and challenge you. You need to let them shine.

Hanne Norman
Berentzen, Ostehuset

We want to make hearty, healthy food that is also on the macho side. It is a plant-based concept but we want it to be for the belly, not the head. The purpose of food is to nourish. It is not about performance.

Oystein Ohna,
of start-up vegan restaurant Bellies

(Oystein's chef prepared a lunch featuring an aubergine envelope filled with sautéed chanterelle and cabbage, and a stew of pumpkin, tomato and habanero)



If your feelings and thoughts and actions are in the same line, something magic happens.

Nacho Peres, founder of Can
Gallina Project, Barcelona



We have a saying in this house. If you are not full after eating here, we will make you sandwiches.

Chef Frode Selvaag



With proper nutrition, 40% of hospital readmissions could be avoided.

Magne Christensen, chef, an
expert on feeding the elderly



SNAPSHOTS OF STAVANGER



LOOKING AHEAD TO LYON 2020

Lyon launched Délice in 2007 to exchange ideas on food and gastronomy, and will host the network's first gathering of 2020 from May 5 to 7.

Lyon's international project manager Juliette Cantau tells us what to expect...

The Délice visit is breaking with tradition. What's happening?

"We are holding the Délice meeting in Lyon outside SIRHA for the first time, which is significant for members who have already been to our city. We will discover the city without this booming event." [SIRHA is one of the largest global events for the catering and hospitality sector.]

What will be on the agenda?

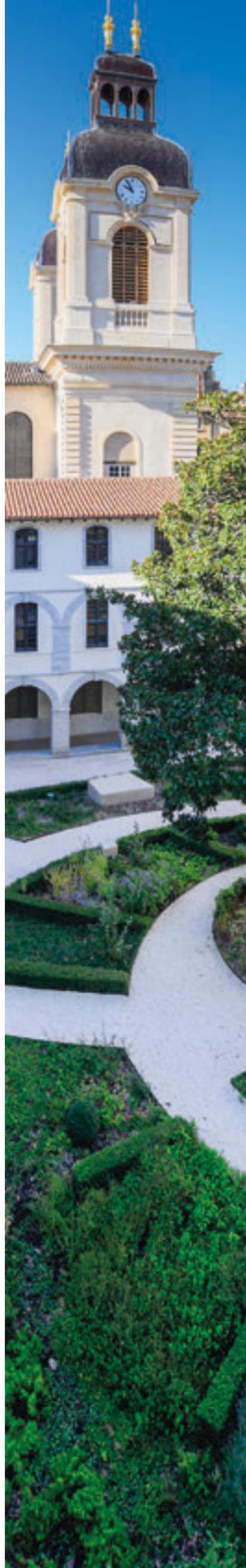
"We want to talk about food strategy led by a public body. Lyon voted for a food strategy focusing on inclusivity for the metropolitan area. It was voted for in 2019 and it is the first time Lyon has had such a strategy."

What sort of questions will be examined?

"How do public policymakers, citizens and the community, education, the private sector and entrepreneurs come together? How are we going to eat in our cities in the future while preserving the food identity of cities?"

What else will delegates discover?

"We will visit the Cité Internationale de la Gastronomie in the Grand Hôtel Dieu. It is a cultural centre and innovation hub that links food to wider issues of health and nutrition as well as gastronomy."





STAVANGER, NORWAY

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