



ÍSLANDSSTOFA
PROMOTE ICELAND

Markaðsstarf - grunnur að sölustarfsemi

Sjávarútvegsráðstefnan 15.-16.nóv. 2018

Guðný Káradóttir, forstöðumaður

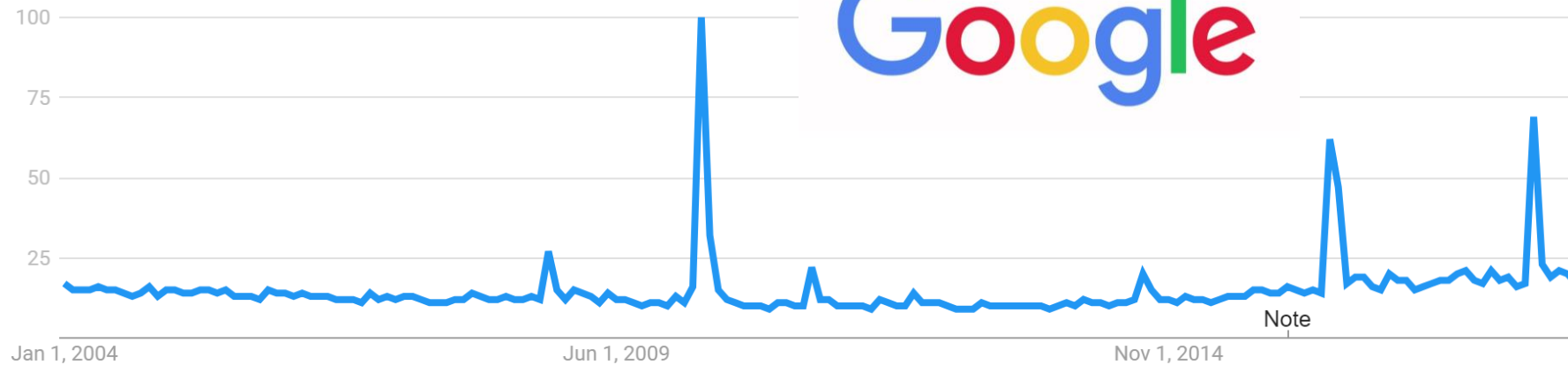


Vörumerkið Ísland

Interest over time ?



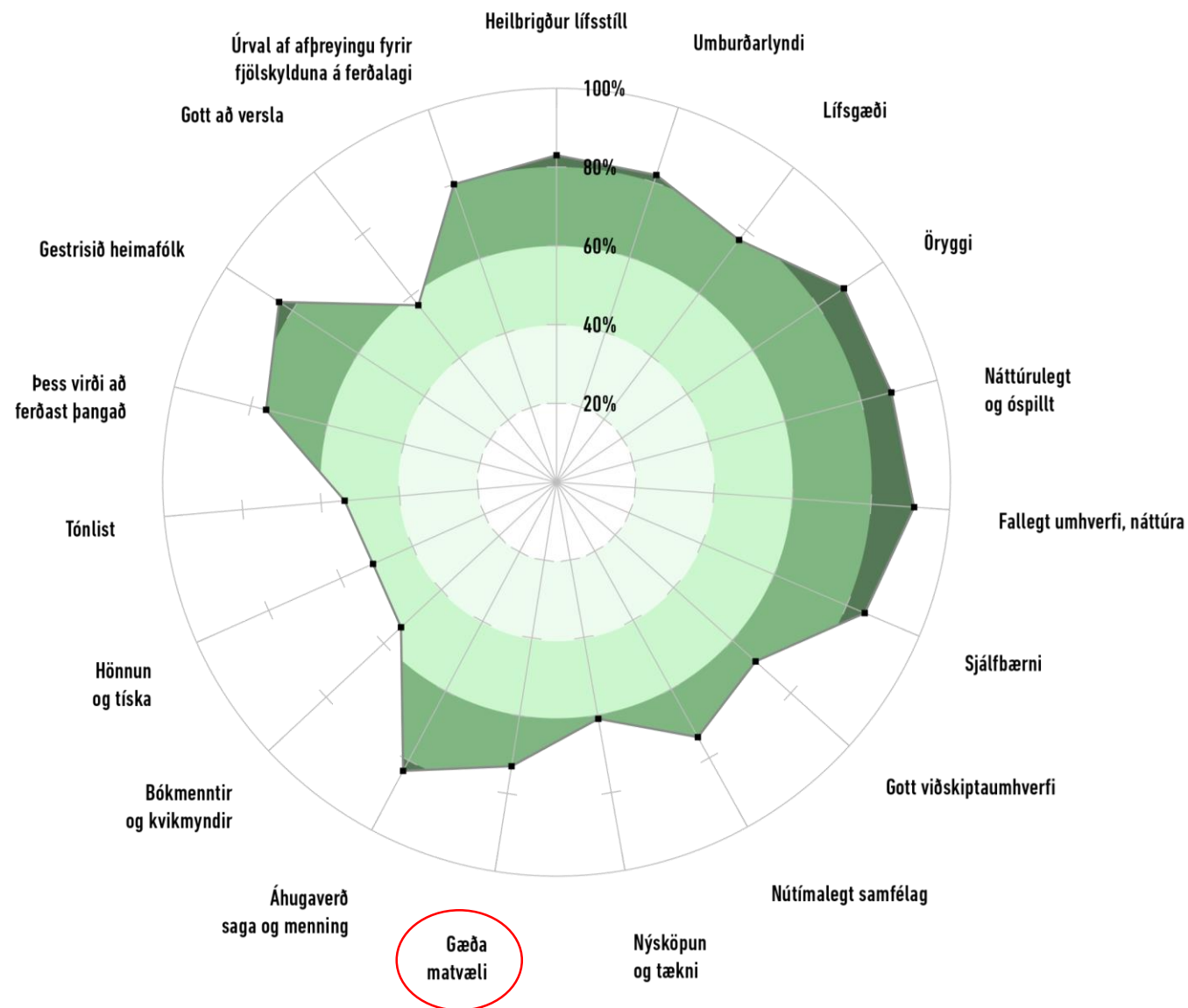
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Vörumerkið Ísland

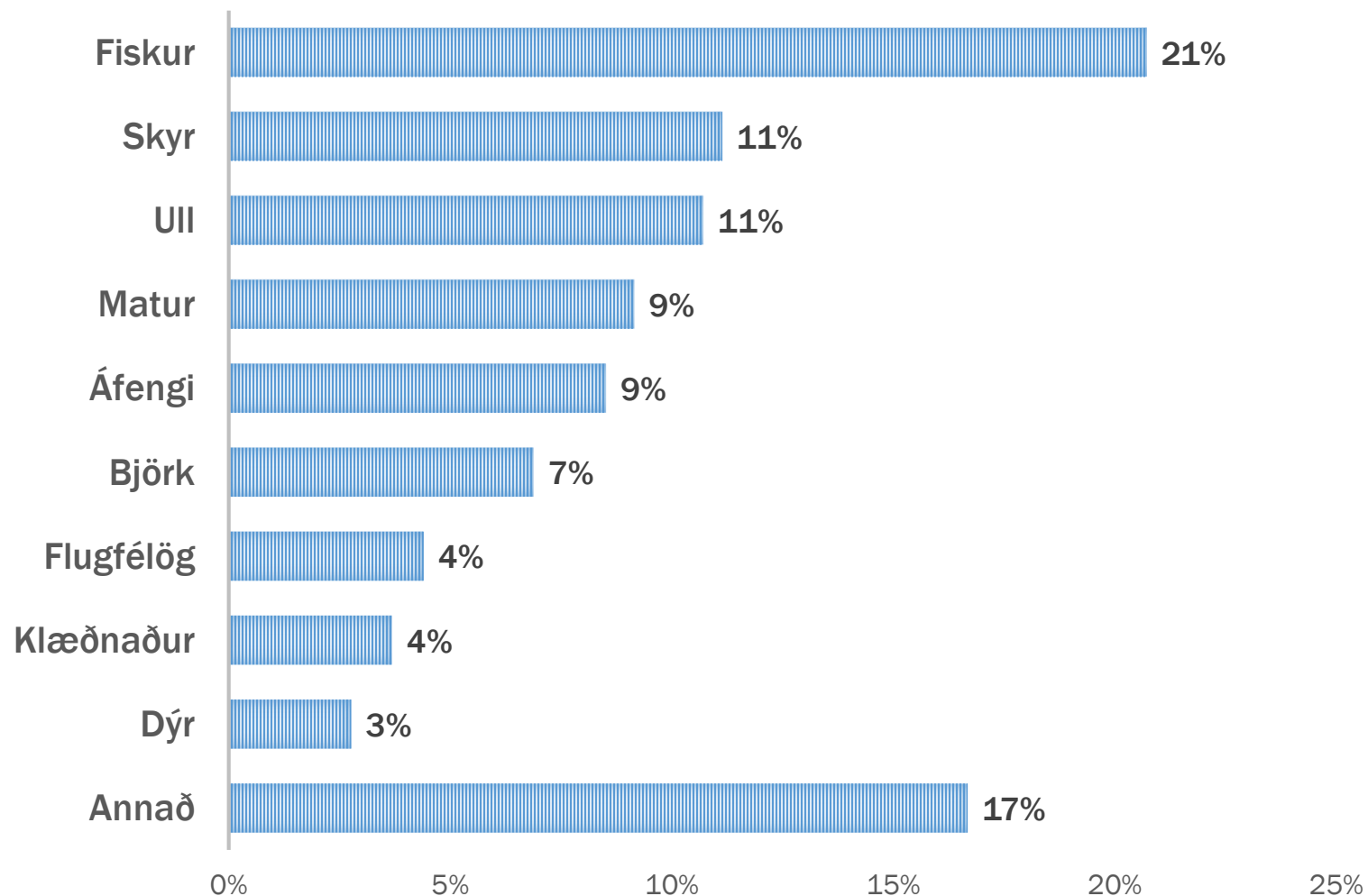
Hvað er helst tengt við Ísland?

Hlutfall þeirra sem tengdu tiltekna þætti sérstaklega við landið

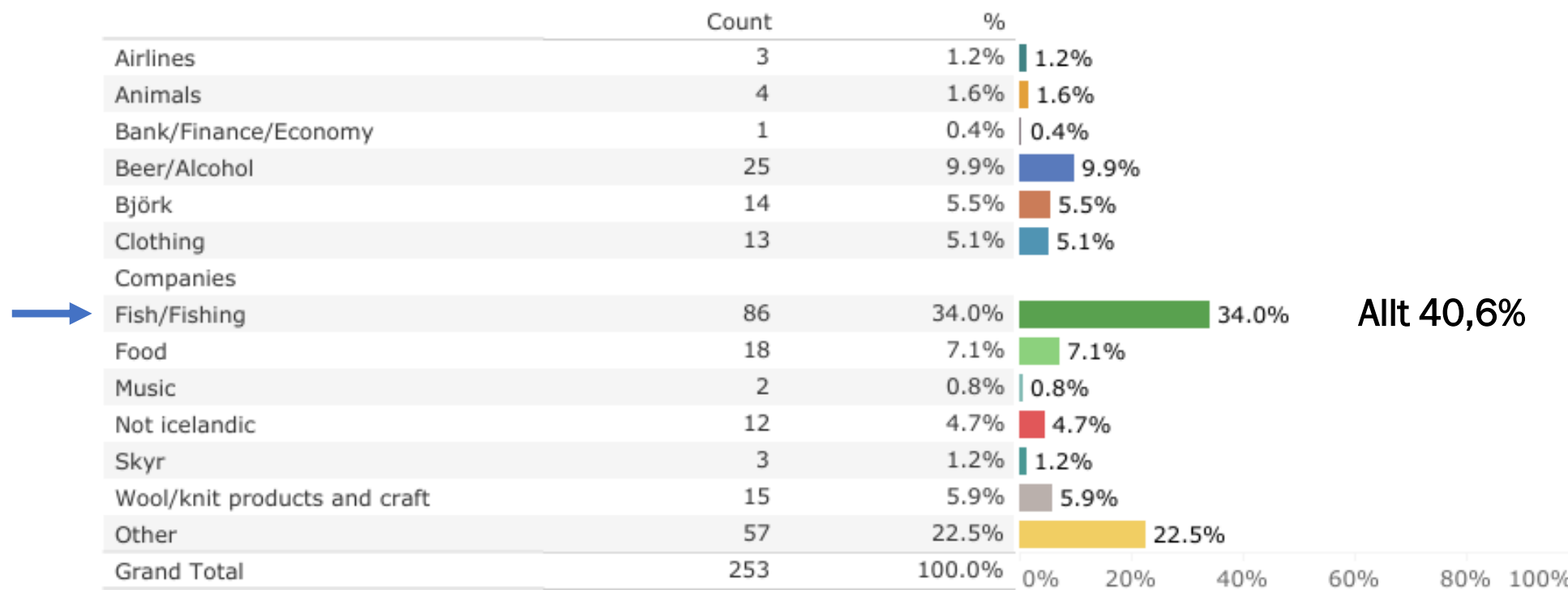


Hvaða vörur, vörumerki eða þjónustu dettur fólki fyrst í hug í tengslum við Ísland?

ATH: 76% gátu ekki nefnt
neinar íslenskar vörur.



Hvaða vörur, vörumerki eða þjónustu dettur fólki fyrst í hug í tengslum við Ísland? **Frakkland**



Uppruni sjávararafurða



sögðu það myndi hafa jákvæð áhrif á ákvörðun sína þegar pantaður er fiskur á veitingastað, ef þau vissu að fiskurinn væri frá Íslandi



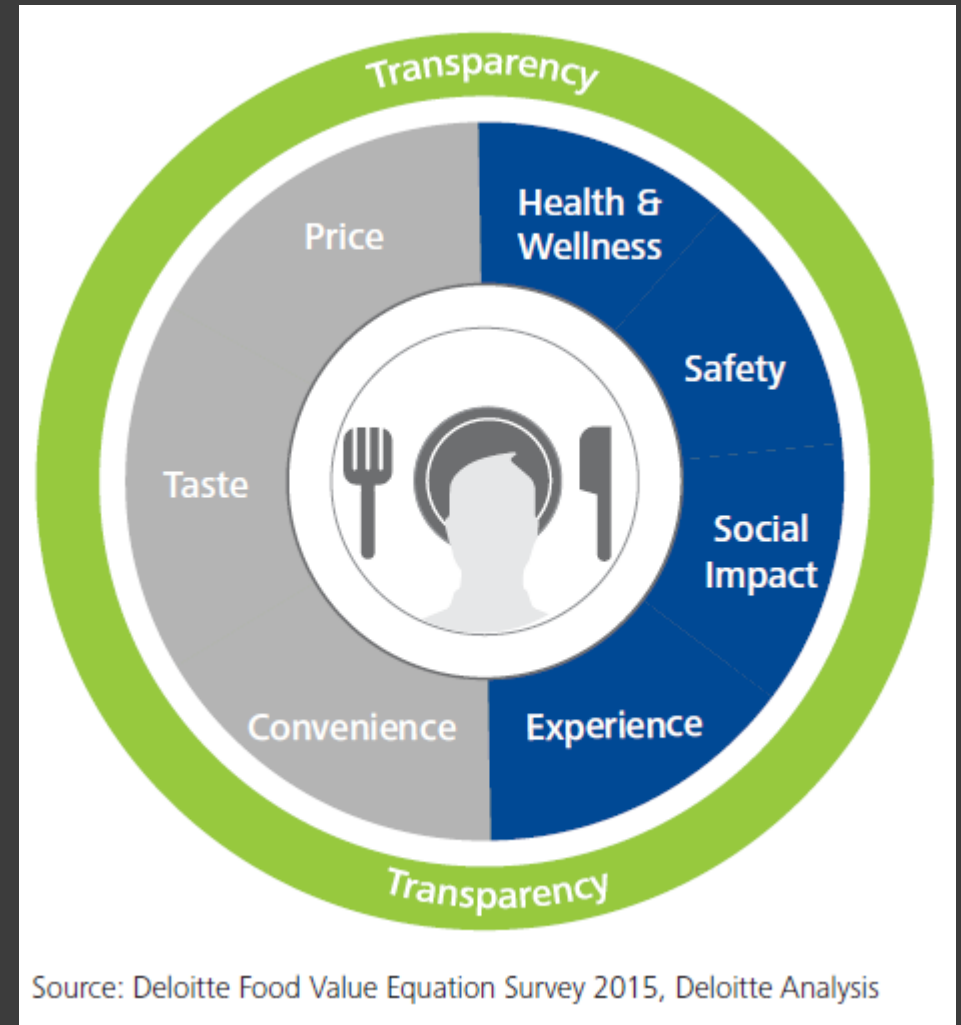
**Hverju viljum við
ná fram?**

Hegðun neytenda

- Nýjir drifkraftar sem við þurfum að þekkja
- ...og læra að nýta okkur

These evolving value drivers include:

- Health & Wellness
- Safety
- Social impact
- Experience
- Transparency (an overarching driver)



MEGATRENDS og DRIFKRAFTAR

- Breytt gildismat og forgangsöröðun
 - Hagsæld og heilsa
- Upplifun umfram fjárfestingar
- Deila í stað þess að eignast
- Tæknin breytir innkaupum
- Tæknin breytir samskiptum
- Tæknin gerir fólki kleift að bera saman verð og gera góð kaup
- Tæknin færir okkur nær sjálfbærni



- Treysta stöðu íslenskra sjávarafurða á erlendum mörkuðum
- Styrkja ímynd Íslands sem upprunalands sjávarafurða þar sem stundaðar eru ábyrgar fiskveiðar

B2B
Að litlu leyti B2C
Stuðningur við
fyrirtækin í þeirra B2C



**105 fyrirtæki í
13 löndum**



Vinna með áhrifavöldum





ammfísl, Topinambur, Angelika
Lamb: 1 kg Lambfísl • 1 Bt. Angelika • 1 Bt. Liebstöckel • 100 g wilder Koriander • 10 g schwarzer Knoblauch • 100 g Topinambur • 400 g Mehl
Koriander und Pfingstweizen mischen und das Lambfísl damit vakuumieren. Über Nacht ziehen lassen, dann bei 63 °C für 1 Stunde dazugaren. Mit der Fehlschmeichelei nach unten leicht beschweren (z.B. mit Pfeffer) und in der Pfanne mit etwas Butter braten.
Topinambur • Öl • Butter • Knoblauch • Salz
Topinambur schälen und in der Pfanne mit Öl und Butter anbraten. Zerdrückten Knoblauch zugeben und mit Salz abschmecken.

**Kabeljau Sous-vide, Kartoffelpüree, Seeigel, Bärlauch, Liebstöckel, cremige Muschel-
suppe**
Kabeljau: Die Filets mit je 1 Tasse Salz und Zucker 10-20 Minuten marinieren, abwaschen und abtrocknen. In Sous-
vide-bäcker geben und bei 57 °C für 12 Minuten garen.
Kartoffelpüree: 100 g Kartoffel • 500 g Sahne • 100 g Butter • geschälter Liebstöckel
Kartoffeln schälen, in leicht gesalzenem Wasser weichkochen und abgallen. Sahne um die Hälfte reduzieren und
mit dem Liebstöckel in die Kartoffeln einarbeiten. Zum Schluss die Butter zugeben und durch ein Spitzsieb
streichen.
Cremige Muschelsuppe: 2 kg Muscheln • 400 g Sahne • Kabeljau-Bottarga
Die Muscheln bei 100 °C für 12 Minuten garen und abgallen. Es sollte etwa 400 g Muschelsuppe ergeben. Muschel-
suppe mit der Sahne reduzieren bis eine angenehme Saigigkeit erreicht ist. Mit geriebenem Kabeljau-Bottarga ver-
zieren.



KABELJAU-BOTTARGA



Íslandskynning í Bremerhaven í lok ágúst
Fyrirlestur, Seefischkochstudio, Eldhús – ferð til Íslands í vinning

Fisch und Fussball 16. júní í Berlín



Der Botschafter von Island S.E. Martin Eyjólfsson lädt Sie herzlich ein zu einem exklusivem Empfang mit isländischen Seafood-Spezialitäten, zubereitet von Joachim Gerner, chef de cuisine des 2* Restaurants FACIL, The Mandala Berlin

am Samstag, dem 16. Juni 2018, von 12:30 – 14:30 Uhr

in den Nordischen Botschaften in Berlin

Rauchstrasse 1, 10787 Berlin

Ehrengast des Empfangs ist Ásgeir Sigurvinsson, einer der legendären Fussballer Islands, der die Erfolgsgeschichte des kleinsten Landes, das jemals an einer Fussball-WM teilnimmt, mitbegründet hat. Der Empfang läutet die nordische Fanzone ein und mit der Live-Übertragung des WM-Spiels Island – Argentinien, das die Gäste im Anschluss sehen können, erlebt das HUH ein Revival.

Die Einladung ist persönlich und wir bitten um Ihre Rückmeldung bis zum 11. Juni unter Tel. 030 5050 4000 oder per E-Mail an infoberlin@mfa.is



BOTSCHAFT VON ISLAND



ZERTIFIZIERT



PROMOTE ICELAND





Die Aussicht vom Turm der Hallgrímskirche ist sehenswert, das Naturspektakel der.

48 STUNDEN IN Reykjavík

DONNERSTAG, 13.30 UHR. Gleich nach der Ankunft am Flughafen von Keflavik südwestlich der isländischen Hauptstadt bringt uns ein Bus von „Reykjavik Exkurs“ (www.re.is) direkt in die nahe Blaue Lagune. Wir haben rechtzeitig vorgebucht und können im 40 Grad warmen Thermalwasser den Alltag hinter uns lassen. Mit dem Tourbus fahren wir danach durch eine eindrucksvolle Lava-Landschaft weiter nach Reykjavik.

18.30 UHR. Einchecken in den „Tower Suites“ in Reykjavik, die zu den „Small Luxury Hotels of the World“ gehören. Die acht Suiten nehmen die 22. Etage eines Hochhauses gleich am Rande des Zentrums der 120 000-Einwohner-Stadt ein. Bodentiefe Fenster bieten einen herrlichen Rundblick auf City, Hafen und Umgebung.

20 UHR. Abendessen im zentralen „Matarkjallarinn“ – die Übersetzung „Food Cellar“ steht beim Namen gleich mit dabei. Das Überraschungsmenü für rund 70 Euro ist ein gut zubereiteter Einblick in die moderne isländische Küche, mit Heilbutt, Lamm und in der Saison auch mit dem schwarz-bunten Papageitaucher.

22 UHR. Der Weinschrank in der Hotelsuite bietet zwar eine gute Auswahl. Wir möchten aber noch die isländische craft-beer-Szene kennenlernen und trinken in der „MicroBar“ ein frisch gezapftes Pale Ale der Mikrobrauerei Gæðingur.

FREITAG, 9 UHR. Frühstück in der Suite: Wer spät abends den ausgefüllten Bestellzettel außen an die Tür hängt, bekommt am nächsten Morgen zum Beispiel pochierte Eier auf einem Avocado-Rauke-Salat oder Chia-Pudding mit Früchten serviert.

10 UHR. In den Straßen Laugavegur und Bankastræti bummeln wir vorbei an Bars, Restaurants und Geschäften, etwa für isländische Wollpulis. Die Fassade der modernen Hallgrímskirche soll landestypische Basaltsäulen nachahmen, das karge schneeweiße Innere an die Insektenscheiter erinnern. 73 Meter ist der Kirchturm hoch, ein Fahrstuhl bringt uns hinauf zur Aussicht.

11 UHR. Wir stärken uns mit einem Espresso im „Mokka Kaffi“, einem der ältesten Cafés der Stadt. Danach geht es weiter zum Hafen, wo das Opern- und Konzerthaus „Harpa“ steht. Die auffällige wabenförmige Glassfassade hat der dänisch-isländische Künstler und Architekt Ólafur Elíasson gestaltet.

12 UHR. Lunch im bistrohähnlichen „Matur og Drykkur“. Wir wählen von der kleinen Mittagskarte eine fruchtig-frische Heilbuttspitze mit Miesmuscheln, getrockneten Früchten und kleinen Apfelwürfeln (Foto links) und das zarte Lammfilet mit Rauke, gedünsteten Grünkohlblättern und säuerlichen Schwarzen Krähenbeeren.

13 UHR. Aufbruch zur Rundfahrt auf dem „Golden Circle“. Den Mietwagen hat das Team der „Tower Suites“ auf Wunsch bereits reserviert. Jetzt ist die beliebte Strecke ruhiger, die meisten Busse



FOTOS: MIKE ABRAHAMSON/GETTY IMAGES, JÖRGEN MUSEHOFER IMAGES, KRISTIN MAGNUSSEN (2), KARI PETERSSON, AXEL PENCE

ALMANNATENGSL

This page, from right
Pastries at Braud & Co bakery
in Reykjavik, baking at Braud &
Co; inside the farmhouse at
Barteyjarsundur.

Opposite, clockwise from top
left On Barteyjarsundur farm,
Guðfoss waterfalls, eastern
Iceland; chef Gísli Matthías
Aukunsson at the harbour in
Reykjavik; an infusion at the
chick together.

Michelin-starred restaurant
Dill, Braud & Co's
queue-worthy cinnamon
buns; cookery-school founder
Sigbjörn „Sinni“ Bragadóttir



Sinni's crêpes with rhubarb
and strawberry jam, and
skyr cream
Serves 4

An Icelandic crêpe
(pönnukaki) is very thin and
is always made in a special,
heavy-bottomed crêpe pan.
This pan is used solely
for making pancakes and
scones. The crêpes are
either drizzled liberally with
sugar when they are still
warm, and then rolled up
and stacked up like logs on
a tray, or they are served
with jam and whipped cream
or skyr cream, and folded
together in a triangle.

To make the jam, combine
the strawberries, rhubarb,
lemon juice and sugar with
60ml water in a medium-
sized saucepan. Bring to
a boil and allow to cook on
a low-medium heat for 30
minutes. Remove from the
heat. The jam can be served
cold or warm.

Whisk the double cream
until it holds soft peaks, then
add the skyr and sugar, and
mix well to combine.
For the batter, mix the
flour, sugar and baking
powder with half a teaspoon
of salt in a bowl. Add 200ml

For the skyr cream
—100ml double cream
—100g skyr
—2 tsp sugar

For the crêpes
(makes 20-25)
—120g plain flour
—2 tsp sugar
—1/2 tsp baking powder
—500ml whole milk, at
room temperature
—2 large eggs
—4 tsp butter
—1 tsp vanilla extract

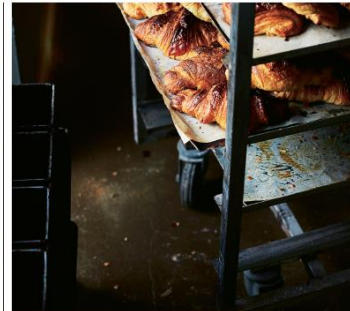
Let the pancakes cool
for a minute before serving
them with jam and skyr
cream. Spread each one
with some of the rhubarb
and strawberry jam and top
with a generous amount
of skyr cream. Fold each
crêpe in half, and then in
half again to form a triangle.
Serve with coffee.

milk to the bowl and whisk.
Add the eggs one at a time,
and then the rest of the milk,
stirring to make a smooth
and runny batter.

Melt the butter in a crêpe
pan and then pour it into the
batter along with the vanilla
extract. Whisk together.
Pour about a third of a cup
of batter at a time into the
hot crêpe pan, to make very
thin pancakes. Tilt the pan
as needed to distribute the
batter evenly.

When the underside of
each pancake is golden
brown, use a spatula to
check, turn it over and cook
until golden brown on the
other side. Stack the
pancakes as you finish
cooking them.

Let the pancakes cool
for a minute before serving
them with jam and skyr
cream. Spread each one
with some of the rhubarb
and strawberry jam and top
with a generous amount
of skyr cream. Fold each
crêpe in half, and then in
half again to form a triangle.
Serve with coffee.

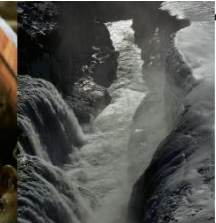


Chef Gísli's halibut soup
Serves 6-8

For the soup
—oil, for frying
—4 onions, finely chopped
—5 red peppercorns
—10 fennel seeds
—150ml sour whey or
white wine
—2 litres fish stock
—10 fresh bay leaves
—500ml double cream
—250ml milk
—250g butter
—lemon juice, to taste
—400g halibut or other
flatfish, chopped into
small cubes

To garnish
—dried fruits such as prunes
or dates, chopped
—green apple, diced
—dill oil blitz equal parts dill
and oil in a blender for
10 minutes, then sieve
—a few fresh dill fronds

Heat a little oil in a pan and
saute the onion slowly with
the peppercorns and fennel
seeds, until the onion is soft.
Add the sour whey or wine
to the pan and reduce until it
has almost disappeared. Add
the stock and bay leaves. Boil
for 10 minutes.
Stir in the cream, milk and
butter. Sieve and season with
salt and lemon juice.
Stir in the fish to lightly
cook through in the soup.
Serve garnished with dried
fruit, apple, dill oil and a few
fronds of dill.



The Cut // Food

Drink me
Hannah Anderson

Temperature plays a key role in
producing grapes of quality for wine.
Too cold, as in Iceland, and they will
not ripen; too hot and they become
overripe, and while wine can be made,
quality is low. In warmer regions, such
as the south of France or the Barossa
Valley in Australia, producers usually
have the luxury of being able to decide
when to harvest with no concern that
autumn might run its course before
grapes have reached the level of
ripeness they desire. In other parts of
the world, not least for the burgeoning
industry on these shores, autumn is
a white-knuckle ride of studying weather
forecasts and praying that the sun
remains out.

Vines made on the edge of vine-
growing feasibility always seem to have
something to say, as if swearing the
anguish they cause the growers.
Flavours tend to be fresh and direct,
acidity levels high and alcohol low.

They do not have the explosive upfront
power of their warmer-weather
counterparts, but many still have an
uncanny ability to age gracefully.

There is no technical definition of
a cool climate, and what is cool for one
variety might be just right or warm
for another. However, as its style is
increasingly what we consumers want,
cool is very much in fashion. Here are
three examples to try.

**2015 Syrah, Cave
de Tain, Rhone
Valley, France,
€6.99, Lidl**

Syrah from the
cooler northern
Rhône is very
different from
burlly Australian
shiraz (the same
grape). Here it is
mid-weight,
peppery and lithe
with blackberries.

**2013 Cabernet
Franc Isère, Rhone
Valley, France,
€6.99, Lidl**

Cabernet
Franc is a
different from
burlly Australian
shiraz (the same
grape). Here it is
mid-weight,
peppery and lithe
with blackberries.

**2015 Pinot Gris,
Vino Wolf, Pfalz,
Germany, €9.45,
Booths**

We are falling
back in love with
German wine,
and not before
time. This is
vibrant, with
peach and a
creamy texture.

PRUÉBALO Y COMPÁRTELO
**BACALAO DE
ISLANDIA**



Smakkaðu og deildu!



Sögur á samfélagsmiðlum

Bacalao de Islandia added 4 new photos.
 Published by Alda Ólafsson Álvarez [?] · 3 hrs ·

Mientras las familias de los pescadores degustan su merecida comida, vale la pena pararse a pensar un poco en los muchos sacrificios asociados a la vida en alta mar. Antiguamente, cuando los navegantes no tenían las comodidades y facilidades de la sociedad moderna, sus familias podían estar meses sin tener noticias de sus allegados.



Bacalao de Islandia added 3 new photos.
 Published by Alda Ólafsson Álvarez [?] · October 13 at 7:18am ·

Seguimos compartiendo con vosotros nuestro proyecto "Retratos del pueblo". Esta iniciativa nos ha llevado a visitar pueblos repartidos por Islandia. Hemos conocido a sus pobladores, como chefs locales, trabajadores, pescadores, familias y todo lo que les rodea. Nuestro punto de partida fueron los Fiordos del Oeste (los "Vestfirðir", como decimos aquí), un lugar remoto, pero apreciado por su original belleza y por su cercanía al Atlántico y al mar de Groenlandia. Desde allí, nos adentraremos lentamente en el resto del país, con el objetivo de captar las diferentes estaciones, así como a la gente que forma parte de la comunidad de los pueblos pesqueros.



Baccalà Islandese added 39 new photos — with Vincenzo Nocerino.

Published by Viola Todde [?] · October 16 at 8:37am ·

Oggi vogliamo dire GRAZIE agli studenti ed ai docenti di cucina dell'Istituto Giovanni Giolitti di Torino per averci ospitato. Abbiamo voluto rivelare anche a loro i segreti del Baccalà Islandese e per farlo ci siamo affidati alle sapienti mani del nostro testimonial, lo Chef Vincenzo Nocerino del Ristorante Locanda Nonna Rosa di Vincenzo Nocerino a Somma Vesuviana. Lo Chef ed i ragazzi hanno preparato insieme Candele Spezzate con Genovese di Baccalà Islandese e Baccalà Islandese in Olio Cottura con Salsa di Pomodoro Informato e Croccante di Capperi e Olive.

Credits photos: Giorgio Perottino

[See Translation](#)



Vina með áhrifavöldum – alla leið...

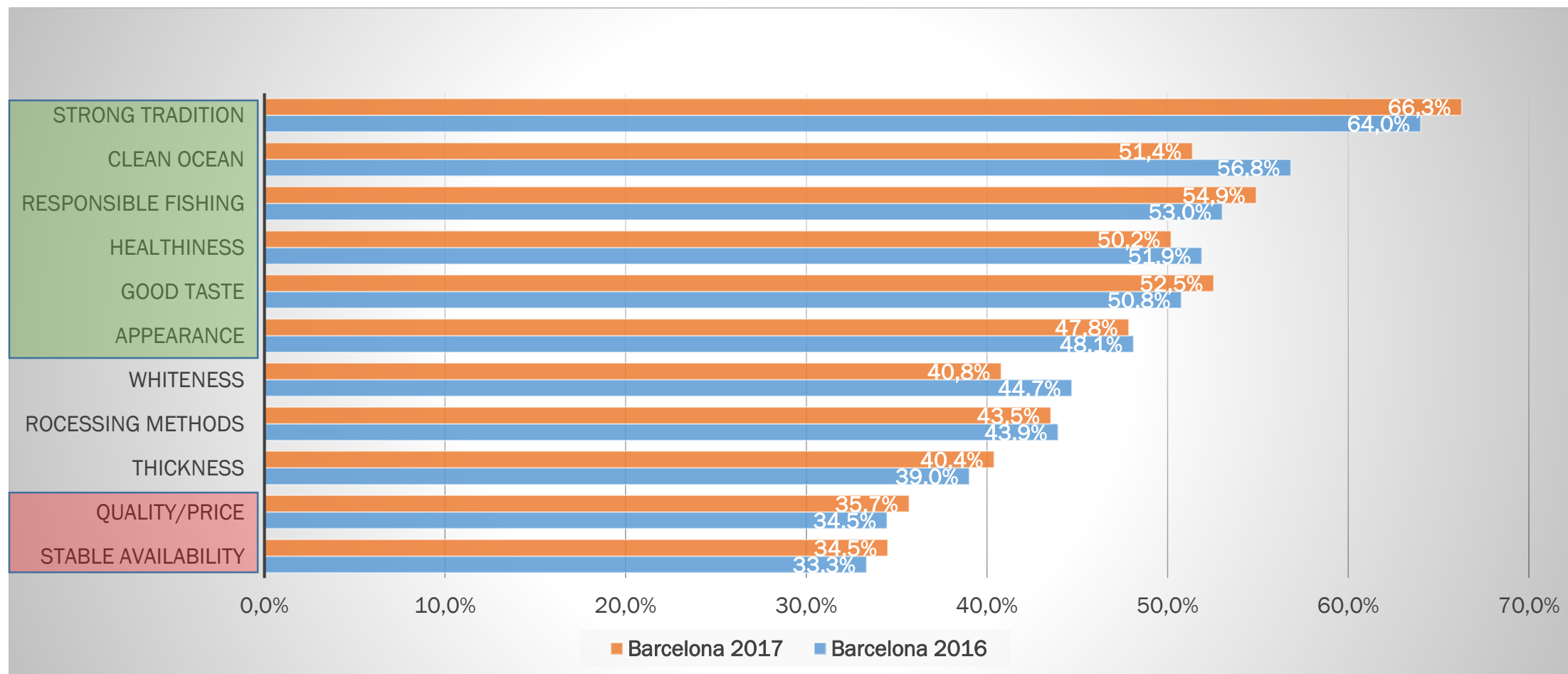


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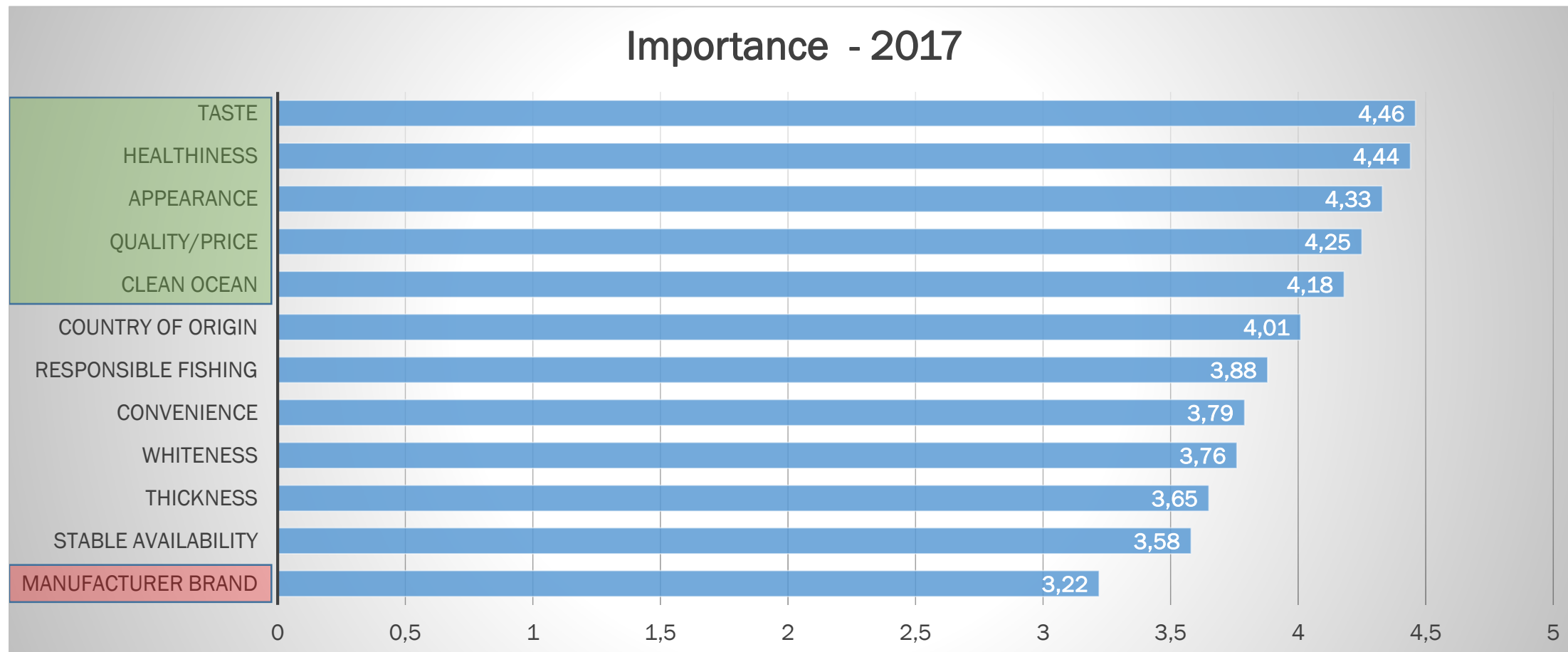
@VincenzoNocerino è lo chef titolare di Ristorante Locanda Nonna Rosa a Somma Vesuviana. Da sempre propone una cucina progettata intorno al #baccalà ed oggi rappresenta un punto di riferimento per conoscenza e ricerca in materia. Eravamo partiti con un'idea classica, per poi stravolgere totalmente un nostro standard base 7900 con banda in copertina ricucita, per questo gioiello unico al mondo. Linea portamenu, carta dolci e distillati, portaconti, interamente ricoperti di pelle vera di baccalà islandese a forma anatomica naturale, importato da Vincenzo da decenni a Somma Vesuviana. White-Cod per uomo Black-Cod per donna #baccala #restaurant #cucinanapoletana #sommavesuviana #napoli #artmenu #HorecaaLab See Translation

17 3 Comments 5 Shares

Rannsóknir: Brand image – Iceland in Barcelona



Preferences





BUÑUELOS DE BACALAO

Guillem Rofes

A woman with blonde hair in a ponytail, wearing a bright yellow textured sweater, is seen from behind. She is holding a camera up to her eye, taking a photograph of a rugged, rocky landscape. The rocks are dark and covered in patches of green moss. The sky is overcast with grey clouds. The text 'A-Ö of Iceland' is overlaid in the center of the image.

A-Ö of Iceland

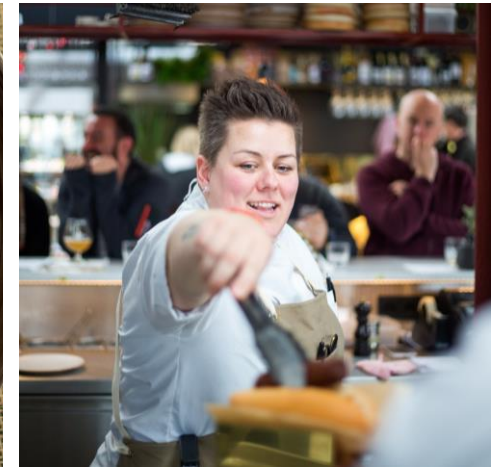
Inspired By Iceland | Autumn and Winter 2018

The Story A-Ö of Taste

The story for A-Ö of Taste will focus on how Icelandic food is ingrained in Icelandic culture. For example how the fish, skyr and lamb is a staple in the Icelandic diet.

How the pure ingredients are responsibly sourced from the cold clean waters and nature.

The A-Ö of Taste, will help our audience to learn about the quality food and drink available in Iceland but also the products available abroad, the passion of the chefs and the methodology behind Iceland's traditional recipes.



Sjávarútvegur á samfélagsmiðlum

Í aðalhlutverki sem umfjöllunarefni

Inspired by Iceland
Published by Sveinn Waage [7] · June 12 at 7:52pm ·

The National team chef

As Iceland qualified for the World Cup in Russia, it marks the perfect opportunity for looking back at the stunning performance of the team during Euro 2016 in France. The team, of course, had incredible support, both from their on-site team, the Icelandic community and in large part the entire world. However, this story concerns one man who not many know had a big role to play in the health and well-being of the entire team – the team's chef, Chef Einar Kaldi from The Westman Islands.

Upon his arrival in France, he wanted to make sure that the team would eat a lot of healthy and delicious fish – and demanded that it should be fresh fish from Iceland. "I really wanted to emphasize fish, and I demanded that the fish we received in France would be Icelandic. I wanted to know the properties of the raw materials used – and of course I wanted to serve the best quality product to the boys," he explains.

If the performance of the Icelandic National Soccer team was anything close to a proxy for Einar's food, then it should speak for itself. The Icelandic team ended up surprising the entire world, playing with great passion and determination, no doubt in part thanks to the healthy and pure seafood-based diet.

Join #TeamIceland a teamiceland.com
#IcelandResponsibleFisheries



30,305 people reached

Boost Post

Inspired by Iceland
Published by Sveinn Waage [7] · May 2 ·

How does "Pan-fried Icelandic cod on a bed of mozzarella-tomato salad" sound? When the healthiest dishes are also the most delicious one...

Check out this recipe and some of our other favorite cod recipes inspired by Iceland



RESPONSIBLE FISHERIES IS
Iceland Responsible Fisheries for the benefit of future generations | Recipes

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Boost this post for \$1,000 to reach up to 160,000 people.

15,596 people reached

Boost Post

Inspired by Iceland
Published by Rebecca Marchant [7] · July 13 ·

Find how to prepare Icelandic Cod with Ylfa Helgadóttir, a member of Iceland's National Culinary Team. This starter offers everything you want from Nordic food, excellent fish served with a dash of dill oil, spicy mayonnaise on the side and decorated with apple and thyme. This dish leaves a lasting impression and when properly presented, is fit for a king. Find the recipe and further courses to try out here: <https://bit.ly/2zwTJXH>



20,654 People Reached

761 Engagements

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Inspired by Iceland: Icelandic Fish - Creating Quality

It takes a village to create quality. What is the secret of the Icelandic fish, savored by chefs and food-lovers across the globe? The heritage, tradition and most of all the people of the fishing towns and villages is the answer. Witness the journey of pure quality from the...

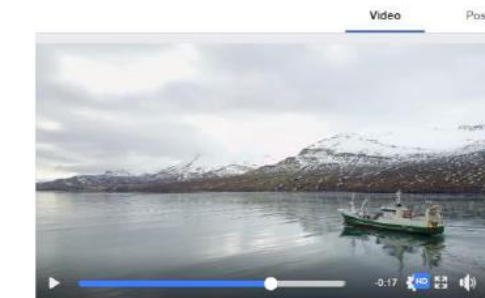
2:25 · Uploaded on 03/21/2018 · View Periodic



Inspired by Iceland: The Day of the Fishermen

The Day of the Fishermen The first Sunday of June has a special meaning for all Icelanders. Ever since 1936, "Sönnunadagurinn" – The day of the fishermen, has been celebrated in every fishing village across Iceland. It is the day when fishermen and all...

1:29 · Uploaded on 09/01/2018 · View Periodic



Inspired by Iceland

Inspired by Iceland
Published by Rebecca Marchant [7] · October 22 at 9:02 AM ·

Discover the most comprehensive guide to Iceland, yet: The A-Z of Iceland. Find out why Iceland is a great place to visit, learn about the quality of Icelandic food and discover how Icelanders have used innovation to create a thriving society. Everything you need to know about Iceland is in this helpful guide to everything Icelandic.

Find out more: <https://www.inspirebyiceland.com/a-z/>
#IcelandJourney #IcelandTaste #IcelandLiving



96,353 People Reached

4,298 Engagements

Boost Post

225

8 Comments 112 Shares 20K Views

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Inspired by Iceland
Published by Sveinn Waage [7] · March 23 ·

"Plökkfiskur", traditional Icelandic fish stew is favorite among Icelandic kids. It's a perfect, tasty and healthy choice for all kids. In this video, the young hosts of the TV show "Twice as good," Hadley and Delaney learn how to make plökkfiskur and some other local dishes. Along with fun cooking lessons, they also tell us many interesting things about Iceland; nature, history and more. Watching with your kids is ideal. They might ask for fish for dinner tonight.



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23,034 people reached

Boost Post

A woman with light brown hair, wearing a dark green parka with a fur-lined hood and a black and white polka-dot top, stands on a wooden pier. The pier has yellow safety railings and extends into a body of water. In the background, there are industrial buildings and a red structure under an overcast sky.

Erla Ósk Pétursdóttir

EXPERT ON SUSTAINABLE FOOD

ENGLISH



Certification

Origin of Iceland

Seafood industry

News and media

About IRF



Iceland Responsible Fisheries Certification

Stakeholders in the Icelandic fisheries value chain can apply for the Responsible Fisheries Management Chain of Custody certification

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