



## North Iceland Culinary Experience:

**Innovate, Develop, Taste!**

**15 – 22 October 2015**



## Study Visit Programme



Co-funded by the European Union

# North Iceland Culinary Experience: Innovate, Develop, Taste!

- Thursday 15 Oct** Travel from Glasgow or London Gatwick, depart to Keflavik International Airport; arrive late afternoon. Flight times:  
From Gatwick – Wow Air (LGW-REY: 12.20 dep – 14.25 arr local time)  
From Glasgow – Icelandair (GLA-REY: 14.05 dep – 15.25 arr local time)
- 16.00 – 17.00 Transfer to Reykjavik by coach following arrival of Glasgow flight.  
  
Check in to Hotel Skuggi, which is located in Hverfisgata 103, a short walk from Reykjavik's main Laugavegur shopping street.  
<http://www.keahotels.is/en/hotels/skuggi-hotel>  
Tel: (+354) 590 7000
- 19.00 – 20.30 Welcome dinner at Laugaas Restaurant and briefing. Free time in **Reykjavik** to explore.  
  
**Overnight accommodation:** Hotel Skuggi, Reykjavik.
- Friday 16 Oct** Travel to **Akureyri** in North Iceland. The group will split into two for morning flights at 07.15 and 08.30.
- 06.30 / 07.45 Taxi transport from the hotel to Reykjavik domestic airport terminal across the city. Please be aware of which flight you are travelling on.  
  
07.15: RKV-AEY: 15 seats on Air Iceland NY112  
08.30: RKV-AEY: 5 seats on Air Iceland NY118
- 08.00 Group 1 Check in to The Lamb Inn, Akureyri hotel (for 3 nights).
- 09.15 Group 2 Arrives and collected at Akureyri airport
- 09.45 – 10.45 Introduction to Case Study Groups and Mystery Shopper exercise (1)
- 11.00 - 12.45 Visit and discussion at **Kaffi Ku** – a working cattle farm using innovative technology where milking is a 24/7 operation performed by robots with the complete co-operation of the cows, and where a visitor experience and retail operation has been developed accordingly. Visit will include a light lunch.  
<http://kaffiku.is/>
- 13.00 – 15.00 Welcome meeting with **North Iceland Tourist Board** Managing Director Arnheiður Jóhannsdóttir who will explain why this tiny city in northern Iceland has topped the Lonely Planet's list of the 10 best places to visit in Europe this summer.  
[www.northiceland.is](http://www.northiceland.is)  
  
Presentation on developing Culinary Tours and the importance of story-telling guides by Saevar Freyr Sigurdsson, Managing Director of Icelandic tour operator **Saga Travel**. <http://www.sagatravel.is/>
- 15.00 – 17.00 Case Studies and group workshop time.
- 19.00 Dinner at **The Lamb Inn**. Meet Jóhannes Geir Sigurgeirsson and Karl Jónsson who will explain about this family-run business which is dedicated to one of Iceland's famed culinary ingredients; the hotel and restaurant run solely on the branding

and serving of traditional Icelandic lamb.

**Overnight accommodation:** The Lamb inn <http://lambinn.is/en>

**Saturday 17 Oct**

Breakfast

09.30 – 11.30

Visits to local food and drink businesses.

12.00 – 18.00

Visit and participate in the **Akureyri Food Festival**. Bi-annual free food exhibition and competition to promote the North as Iceland's largest food production area that attracts up to 15,000 people. At the invitation of festival organisers our group will be involved in presentations and demonstrations.

<http://www.northiceland.is/en/what-to-see-do/events/event-calendar/north-iceland-food-festival-local-food>

**Akureyri Food Festival Programme:**

12:00 Hilmar B Jónsson – presentation on Icelandic ingredients

12:30 Jackie Ellis – presentation: Growing the visitor experience through local food and drink

13:00 Best Dessert Competition – chef students

13:30 Mystery Basket ingredients presented

14:00 Mystery Basket Competition begins, Chef and master chefs competing (this is open for participants from our group to compete against the Icelandic chefs)

15:00 Coffee Drinks Competition – staff from cafes and restaurants

15:30 Masterchef One on One – Steve Edwards v Garðar Kári Garðarsson

16:00 Cocktail Competition, Freestyle

16:30 Best Sandwich Competition (open to participants from our group and public)

17:15 Best Stand, Most Original Stand and Innovation Awards

Dinner

20.00 – late

Evening Party for all participants of the Akureyri Food Festival

**Overnight accommodation:** The Lamb Inn

- Sunday 18 Oct** Breakfast followed by a full day of combined tourism and food related visits to local businesses around the **Lake Myvatn** area.
- 09.00 Depart the Lamb Inn to visit the iconic Waterfall **Goðafoss**, (Waterfall of the Gods) which played an important role in Icelandic history; explore the unique lava formations of **Dimmuborgir**; see steam bolsters rising from the ground at **Mt. Námafjall** and experience the bright colours of the soil where mud pools are bubbling away.  
<http://www.visithusavik.com/attractions/godafoss-falls/>  
<http://www.visithusavik.com/attractions/dimmuborgir-lava-formations/>  
<http://www.visithusavik.com/attractions/krafla-caldera/>
- 13.30 – 15.00 Travel to **Vogafjós**, <http://www.vogafjos.is/> where Ólöf will meet us at the Bjarnarflag “outdoor bakery”, showing how rye bread is baked in the geothermal heat in the ground. We will then visit a smoker filled with meat being prepared.  
  
Lunch and discussion at Vogafjós restaurant where all food is prepared and made at the farm and how they have partnered with local tour operator Saga Travel to offer a range of gourmet themed tours.
- 16.30 – 18.00 Our authentic North Iceland experience would not be complete without taking a dip in Mývatn Nature Baths. Enjoy relaxing in a natural pool of geothermal water based in the middle of lava fields with great view over Lake Mývatn.  
<http://www.myvatnnaturebaths.is/en/>
- 18.45 Visit to Húsavík – the whale watching capital of Iceland.  
<http://www.visithusavik.com/>  
 Dinner at Gamli Baukur <http://www.gamlibaukur.is/home/>
- Overnight accommodation:** The Lamb Inn
- Monday 19 Oct** Breakfast and check out of The Lamb Inn.
- 8:30 Depart for a visit to **Ekta Fiskur**, a fifth generation Bacalhau (dried and salted cod) fish production business including light snack. <http://www.ektafiskur.is/>
- 10.30 Visit to **Kaldi Micro-brewery**. Iceland’s first micro-brewery in a country where beer drinking is a relatively new concept. Kaldi has been a top seller since production began and the owners have expansion plans including the development of a Beer Spa.  
[http://www.bruggsmidjan.is/default/page/about\\_bruggsmidjan](http://www.bruggsmidjan.is/default/page/about_bruggsmidjan)
- 12.00 Lunch at **Berg Dalvík**
- 13:00 NICE **Seminar** with 6 presentations and plenary sessions from UK and Icelandic businesses on themes of: Using Technology, Zero Waste and Innovation. This day is open to participation of local Icelandic businesses and partners.
- 18.00 Depart Dalvik for dinner at Siglufjordur – Siglo Hotel. <http://www.siglohotel.is/>

Travel to **Hofstaddir** – Exemplar sustainable guest house and restaurant producing a range of local food, jam, breads, and moss butter based on natural products grown and/or foraged from the immediate area. They are leaders in this field in Iceland. <http://www.hofsstadir.is>

**Overnight accommodation:** Hofstaddir

**Tuesday 20 Oct**

Breakfast

09.30 – 10.15

Visit to **The Tannery Centre** to see examples of Zero Waste at first hand.

10.30

Visit to **Hjallar** an example of Zero Waste.

11.00

Visit to **Hotel Varmahild** - meet Svanhildur Palsdottir who manages a Horse Meat Festival, and Laufey Haraldsdottir from Holar University College regarding the local food cluster “Matarkistan Skagafjordur”. This is a popular meat in Iceland due to the abundance of horses in the destination. <http://www.hotelvarmahlid.is/>

12.00

Lunch at **Hotel Varmahild**

13.30 – 16.00

Visit to **Holar University College** to hear about Iceland’s smallest brewery and beer festival. Þórhildur (owner and chef of Holar Tourism) and the Beer Centre staff will take us to see salmon/arctic char farming and hear how they work with the fish, local herbs and beer from the area. Demonstration and tasting from the beer centre. <http://www.northiceland.is/en/what-to-see-do/events/beer-festival-at-holar-in-hjaltadalur>

16.00 – 17.30

Case Study Working Groups at Holar University.

19.00

Gala Dinner at Hofstaddir.

**Overnight accommodation:** Hofstaddir

**Wednesday 21 Oct**

Breakfast and Mystery Shopping briefing 2. Check out and depart to Akureyri.

Day in **Akureyri** for mystery shopping.

15.30

**Group 1** transport by coach to Akureyri airport for return flight to Reykjavik. Departure at 16.10. AEY-RKV: 15 seats on Air Iceland NY147. Arrive – 16.55  
Taxi transport to Hotel 100 which is located on the main Laugavegur shopping street.  
Group 1 dinner in Reykjavik (individual arrangements/free time)

18.15

**Group 2** dinner in Akureyri (individual arrangements/free time)

19.15

Transport by taxi for return flights to Reykjavik.  
Departure at 19.55 AEY-RKV: 5 seats on Air Iceland NY167. Arrive – 20.40  
Taxi transport to 100 Hotel

21.30

Mystery shop feedback and Close of Programme.

**Overnight accommodation:** Hotel 100 <http://www.100icelandhotel.is/>

**Thursday 22 Oct**

Return flights to the UK.

03.45

Departure from hotel – pick-up by coach direct to Keflavik International Airport.

Check-in Wow Air (REY-LGW: 06.45 dep – 10.50 arr local time)

Check-in Icelandair (REY-GLA: 07.35 dep – 10.40 arr local time)