

Learning Journey - North Iceland Food Excellence (NIFE) 12 – 19 September 2021



In September 2021, as one of a group of food tourism & hospitality professionals from the UK you will travel to North Iceland for a learning journey focused on the cultural heritage, flavours, and sense of place which contribute to the area's overall visitor experience.

FINAL PROGRAMME

North Iceland Food Excellence (NIFE) - 12 – 19 September 2021

- Sun 12th:** Travel from UK airports (Glasgow & Heathrow) to Keflavik Airport
Glasgow Int Airport – Keflavik Airport: Dep 13.40 Arr 15.00
London Heathrow Airport – Keflavik Airport: Dep 13.10 Arr 15.20
Coach transfer to North Iceland
Check in/accommodation and dinner – [Hótel Laugarbakki](#)
19.30 Group Welcome/Briefing and Presentation, Our Learning Journey Experiences
- Stuart & David Fraser
20.00 Dinner
- Mon 13th:** Breakfast
08:00 Depart hotel.
09.30 Arrive in Sauðárkrókur
Meet Heba Guðmundsdóttir and Sigfús Ólafur from The Municipality of Skagafjörður
09.45 Visit Mjólkursamlag KS, a local dairy factory and learn about their new products in development. (Ártorg 1, 550 Sauðárkrókur)
11:00 Visit to the new exhibition [1238 – The Battle of Iceland](#)
12.30 Visit [Hofsstaðir](#) - learn about The Skagafjörður Food Chest, one of the first food projects in North Iceland.
Lunch at Hofsstaðir
14.00 Depart and drive towards Eyjafjörður fjord.
15.30 Visit [Ektafiskur](#) and meet local fish producer and natural storyteller Elvar.
18.00 Visit [Kaldi brewery](#), the first microbrewery in Iceland.
19.15 Dinner at [The Beer Spa](#).
Drive to Akureyri, Iceland's second city and capital of North Iceland.
Accommodation check in: [Hotel Natur](#) (23 rooms)
- Tues 14th:** Breakfast
08.45 Workshop - Story Telling, Janet Gordon at Hotel Natur.
10.45 Transfer to [Strikið](#) Restaurant, Akureyri
11:00 - 13.30 [Visit North Iceland](#) introduction about Taste North Iceland and new tourist routes the Diamond Circle and the Arctic Coast Way.
followed by lunch at [Strikið](#)
An introduction and site visits to businesses participating in the Helgi Magri food trail:
14.00 Visit [Holtset farm](#). Taste local ice cream and learn about their products.
15.30 Visit [Brúnir Horse](#), a small family run company with a focus on horse breeding. This business includes an art studio and café where they make their own bread, cakes and pastries from the region.
17.30 Visit and dinner at [Kaffi Kú](#).
Return to: [Hotel Natur](#) (23 rooms)
- Wed 15th:** Breakfast
09.00-09.30 Workshop - Experience Development, Mary Tebje
09.30- 10.15 Case study groups
10:30 departure from Akureyri
11:00 Arrive at Goðafoss waterfall.
Departure at 11:30

12:00 lunch at [Kaffi Borgir](#), Dimmuborgir. Walk around Dimmuborgir after lunch
13:30-14:30 - A visit to Mýsköpun: a new bio-technology company founded in Mývatn and based on a special Mývatn Spirulina strain found in the lake.
14:45 Walk around Hverir (NB. suggest you have spare shoes and a bag with you as this is a geothermal area with mud pools)
15:45 A visit to an "underground bakery". Our ancestors used the geothermal energy that was available to bake rye bread underground, and this tradition has been maintained by the locals around lake Mývatn.
16.30-17.30 Myvatn Nature Baths.
18.00 Visit and dinner at [Vogafjós restaurant](#).
Return to: [Hotel Natur](#) (23 rooms)

Thur 16th:

Breakfast and check out.
09.00-09.30 Workshop - Taste of Shetland Festival, Osla Jamwal-Fraser
09.30-10.15 Case study groups
10.30 Depart and travel to Blönduós
12.30 Visit [Brimslóð Atelier](#). Learn about seaside bites and Icelandic cuisine. (includes lunch)
15.30 Depart to Stykkishólmur
18.30 Check in at [Fosshótel Stykkishólmur](#)
19.30 Dinner

Fri 17th:

Breakfast and check out with luggage on coach.
09.00 Group Discussion - Local Food Groups, Sandra Reid followed by Case study groups
10.30 Depart hotel
11.00 [Viking Sushi Adventure Voyage, Stykkishólmur](#)
14.00 Transfer to Reykjavik.
16.20 Covid testing at Kleppsmýrarvegur 8, in Reykjavík and then travel/check in at Icelandair Hotel Reykjavik Marina. (Bus leaves us at this point)
18.30 Presentations & Dinner at Icelandair Hotel Reykjavik Marina:

- Welcome and presentation by Lily Fisher and Steinþóra Sif, Icelandair Hotels
- Presentation by Oddný Arnarsdóttir, Project Manager, Visit Iceland

19.30 Followed by dinner in the Slippbarinn restaurant
Accommodation: [Icelandair Hotel Reykjavik Marina](#)

Sat 18th:

Breakfast
09.00-10.00 Project debrief meeting
Self-study & Free time
Accommodation: [Icelandair Hotel Reykjavik Marina](#)

Sun 19th:

Check out and transfer for departures to the UK.
Bus pick up to airport 04.10
Keflavik Airport to Glasgow International: Dep: 07.35 Arr 10.50
Keflavik Airport to London Heathrow Airport: Dep: 07.40 Arr 11.55

Feedback from previous participants:

“The level of engagement and learning opportunities were fantastic from both the participants and encounters with business owners.”

“What an inspiring and amazing week. Difficult to believe you can gain so much in such a short space of time.”

“Back at my desk this morning, surrounded by brochures, notebooks and a head full of ideas and plans!”

“Amazing. Thanks so much for such a well planned and productive week. These journeys are incredible and so useful for everyone. The balance is perfect.”

“From looking at the paperwork before we went I could see some obvious common ground with chefs and food business owners but I never realised I would learn so much from the academic side.”

“This was the most worthwhile trip to enhance business and personal skills - to open your eyes to the possibilities and opportunities that you may otherwise miss.”

“I can't thank you both enough for the amazing opportunity, I am literally starting to annoy people with my constant Iceland chat!”