



Press release 14.10.2014

Finnish delicacies on show at the SIAL exhibition in France

The food industry will meet once again at the significant international SIAL exhibition in Paris, from 19 to 23 October 2014. The SIAL exhibition this year will celebrate its 50th anniversary and the exhibition will be even more diverse than before. The event will involve several Finnish companies, most of which will be presented at the common Food from Finland country pavilion stand 1 G 026.

The SIAL exhibition is held every other year at the Paris Nord Villepinte exhibition centre, with the event attracting in excess of 6 000 exhibitors, and more than 150 000 exhibition visitors. The location will present the entire food chain, from the production to the distribution, and from importation to wholesale and retail, as well as catering services. To celebrate the anniversary year, the main theme of the autumn exhibition in 2014 will be “innovative food products”.

The Food from Finland country pavilion will present wonderful Finnish export products, pure raw ingredients and delicious flavours. The stand will host eight companies: Maalahden Limppu Oy, Orkla Foods Finland Oy, Nofu Oy, Herkkumaa Oy, Kaskein Marja Oy, Olvi Oyj, Laitilan Wirvoitusjuomatehdas Oy, and FP-Kotaja Oy. Products can be tasted at the common stand, with the assistance of the internationally recognized chef Matti Jämsén, who represents Finland in the Bocuse d'Or – chefs' world championships in 2015. The country

stand is organized by Finpro ry, the Finnish Embassy in Paris, the Ministry of Agriculture and Forestry, Topevent Oy and Fennopromo Oy.

The realisation of the Food from Finland stand at the SIAL food exhibition will be one of the first measures of the Team Finland food export programme to be launched during the autumn. The objective of the export programme is to double Finland's food exports by the year 2020.

Special products for the international market

Finland's country pavilion will present exhibition visitors with unique Finnish products, such as the Arctic region's berry jams, juices and powders, cucumber salads, rose petal jam, herring products, prepared using traditional methods, real sour sweet loaves of bread, as well as broad bean products containing innovative vegetable proteins. The Finnish beverage industry and those with brewing industry know-how will present beers, ciders, grapefruit alcoholic "long" drinks, retro style soft drinks, as well as special gluten-free beer.

- Finland has a wide range of specialty products that are valued by consumers and available for export. In some product categories, such as special diet products, we are pioneers in Europe. Substantial investments have been made in Finland in the product development of innovative products, says director of the food industry leader, Esa Wrang from Finpro
- For example, Finnish healthy and allergy-free foods, organic, berries, oat products, special products for children and the elderly, as well as food safety skills, are at a premium in the world. The purity and safety of Finnish food and food production are some of the factors of success, upon which we build our food exports, continues Wrang.

Additional information:

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Welcome to visit our pavilion!

Food from Finland, 1 G 026

SIAL (Salon International de l'Alimentation)

Parc des Expositions de Paris-Nord Villepinte, B.P 68004, 95970 ROISSY CDG CEDEX, FRANCE

19. – 23.10.2015, 9:30am – 6:00pm (9:30am – 5:00pm Thursday 23.10.)

www.foodfromfinland.fi

www.sialparis.com

Food from Finland country stand exhibitor enterprises:



Olvi Oy is an independent Finnish brewery that was established 135 years ago. Olvi Oy offers a diverse range of beverages to consumers all over the world. Export products, such as Olvi and Sandels beers, Fizz ciders, A. L Coq Cocktails, as well as the internationally known Angry birds soft drinks play their part in retelling the story of Finnish guts and innovation abilities.

www.olvi.fi



Maalahden Limppu Oy (Malax Loaf) is the manufacturer of the genuine Malax Loaf, which is an acidic sweet, high in fibre and long-life bread. Maalahden Limppu bread is made completely without any preservatives or additives. The loaf is also milk-free and lactose-free. The Malax Loaf has been made for more than 100 years, following the original recipe. www.malaxloaf.fi, www.malahdenlimppu.fi, www.malaxlimpan.fi



Orkla Foods Finland Oy offers consumers an extensive and attractive range of hand-packed herring products that have a strong market position in the domestic market in Finland. The country stand will have Vesta and Ahti hand-packed high-quality herrings and herring fillets, provided under the Boy product brand. www.orklafoods.fi



Laitilan Wirvoitusjuomatehdas Oy is a Finnish brewery, whose export products are the gluten-free Kukko beer, New Cider and RTD Brändy. Kukko is one of the world's first gluten-free beers, which is available as Pils, Lager or as a darker version. New Cider is the first Finnish cider to be exported worldwide. RTD Brändy is a unique product, with a low alcohol percentage of 5.5%, making it the perfect drink to be enjoyed in many ways. www.laitilan.com



Nofu Oy presents Verso Faba bean products, such as Verso Textured Fababean mix and Fababean cereals. Fababean provides an excellent and tasty alternative plant protein source, which is suitable for use in both sweet and savoury dishes. The products are completely new; fababean has not been processed for food use in this scale before. www.versofood.fi



Herkkumaa Oy's range of products includes Herkkumaa's cucumber salads and the Herkkumaa Arctic Berries® series of jams. The flavours of the jams are cloudberry, blueberry, lingonberry, and sea buckthorn. Arctic Berries® jams are produced by using raw materials of the northern region, which gives the products their very good taste. As a new product regarding salads, the refreshingly bitter Devil's Salad®, prepared and processed in a special manner, will be presented at the stand. www.herkkumaa.fi

Kaskein Marja 



Kaskein Marja Oy's export products are prepared from Finnish forest berries, such as blueberry juice, blueberry jam, blueberry powder, frozen blueberries and lingonberries. The products are always made from Finnish berries or those from the northern region, the aroma and cleanliness of which is superior and guarantee high quality. www.kaskeinmarja.fi

FINNISH  PLANT



FP-Kotaja Oy / Finnish Plant present Rose Petal Confiture rose petal jam, prepared from their own cultivated Rosa Rugosa flower. The roses have been grown organically, with no preservatives added to the jam. Finland's northern climate and light summer nights give the Rose Petal Confiture it's delicious, rose fresh aroma. www.finnishplant.com

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