

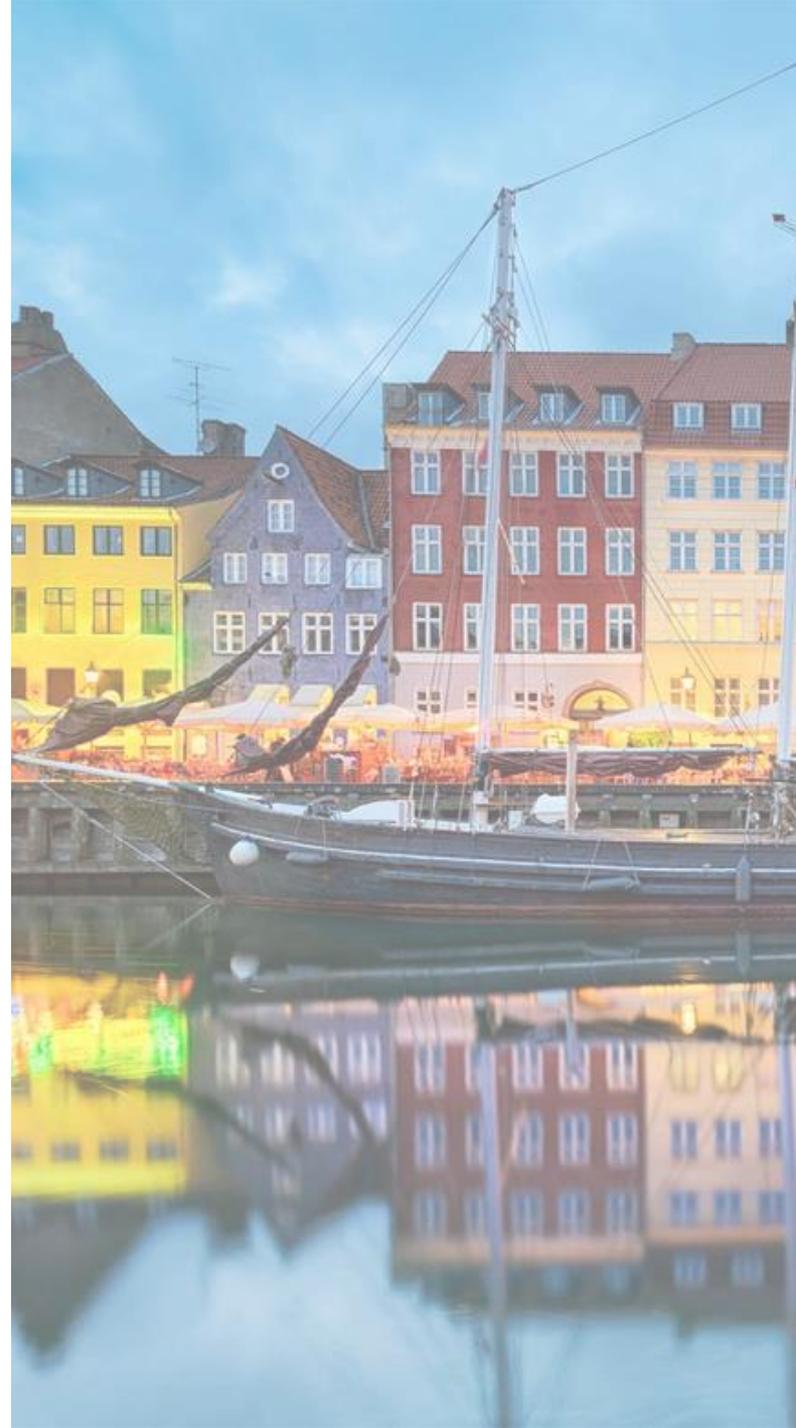
Organic Wine Copenhagen Tasting 2018

The city

Copenhagen has for a long time been associated with advanced gastronomy and a progressive food and wine scene. The city is vibrant but still close to nature. People here are conscious consumers and sustainability is a more and more important part of life.

In the development of the New Nordic Cuisine, some of the most significant names of Danish gastronomy started exploring a new way of cooking – sourcing local products and following the way of the seasons. With this new light and natural cuisine, the wine followed. If the food was locally grown, foraged from the close nature or from an organic or biodynamic farm, the wine needed to fit the same profile. In the years to follow, Copenhagen became a hotspot for sustainable wine and wine lovers from all over the world came to the city to explore this new natural wine scene.

The Danish consumer's overall demand for organic products is still growing, especially when it comes to wine. The consciousness and knowledge that started in a few restaurants and wine bars, is now spreading to the general wine consumer. Therefore, Copenhagen is a great place for an event surrounding organic and sustainable wine. Although the general interest is quite high, Ecovin – and other organic organisations - is relatively unknown in Denmark. This presents a perfect opportunity to introduce organic wines from Germany.



The tasting

Preliminary time:

November 12, 2018

13.00-17.00 Trade tasting

12.00-13.00 Seminar 1

16.00-17.00 Seminar 2

17.00-19.00 Consumer tasting

The concept of the event should of course centre around the philosophy of the organic winemaking. This should be carried out in every aspect such as food and interior. The atmosphere should be informal and welcoming, combined with a sense of knowledge and development. To ensure that the overall atmosphere of the event goes in line with the wines, we propose the venue to be a restaurant or a wine bar with a sustainable approach. Furthermore, the atmosphere should be enhanced by bringing in lots of greens and natural material for decoration, as well as serving food from local and sustainable products.

The tasting will be divided into two parts – trade tasting and consumer tasting. The trade consists of sommeliers and restaurant staff, buyers, wine importers and press. Visitors will have a chance to taste different organic wines and get to know the people behind the wines. For the trade tasting will we also have two different seminars, the subject of these seminars will be to increase knowledge and awareness about organic wines.

We suggest the first seminar to be an introduction on organic wines and what makes them different from others. The seminar could be followed by a shorter “trend spotting” session where we include local personalities within the Copenhagen wine scene – *how does the future for organic wine look like?*

For the second seminar, we propose selected winemakers to speak about sustainable winemaking from a producer’s point of view. These 2 or 3 winemakers can share their own story of how they work sustainably in their winery, and why they see this as an important way of working. Here we will allow trade and press to ask questions and open up for discussion.

Printed fact sheets, press kit as well as other relevant information about organic wines should be provided.

The tasting will later be open for end consumers. This will serve as inspiration for consumers as well as to increase the demands for organic wines on the Danish market.

To enhance the theme of the tasting and make it even more inspiring, we propose to open up to collaboration with other brands within eco and sustainability. An example of a collaboration partner could be Byhaver, a provider of urban compost systems for city apartments. By collaborating with Byhaver, organic producers can strengthen their position as the conscious choice even more, by being associated with other brands with similar interests and target groups.



Suggestions of venues

Amass

The former head chef of Noma, Matt Orlando, opened up his first own restaurant on Refshaleøen 2013. At Amass, the ambition is to work with as little waste as possible and with great respect for nature. They also have their own urban garden from where they source a lot of ingredients, the garden is grown with compost of kitchen waste.



Nabo

The team behind the very famous Copenhagen/Bornholm based restaurant Kadeau has now opened up their newest addition to their restaurant family. Nabo is located and in the old city part of Christianshavn and mix modern cooking with Danish tradition. When you step into Nabo (neighbour in Danish), you immediately feel welcome and at home.



Vækst

Vækst is a newly opened restaurant centrally located in Copenhagen. The heart of the restaurant is a big green house, and the many plants bring the nature close. The gastronomy is based around fresh Nordic vegetables and light greens and herbs.



Höst

Höst is located in the heart of Copenhagen and is well-known and loved by many locals as well as visitors. The restaurant is tastefully designed with stone walls and rustic woods, combining Danish aesthetic with a feeling of being out on the countryside. The gastronomic foundation of the restaurant is combining traditional cooking with a modern understanding of Nordic food.

