



ÍSLANDSSTOFA
PROMOTE ICELAND



Aðgreining á markaði

Guðný Káradóttir / Jón Ásbergsson



VIÐFANGSEFNIÐ

1. Fagrað
2. Aðgreining – uppruni
3. Íslenskt upprunamerki
4. Segjum sögur



FAGRÁÐ ÍSLANDSSTOFU

Fagráð sjávarútvegs

Fagráð matvæla

Hlutverk:

- Vera stjórn Íslandsstofu faglegt bakland um málefni á viðkomandi fagsviði, um langtíma stefnumótun
- Tengsla- og áhrifanet
- Frumkvæði að því að leita tækifæra og vinna verkefnum brautargengi



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Uppruni og aðgreining á markaði



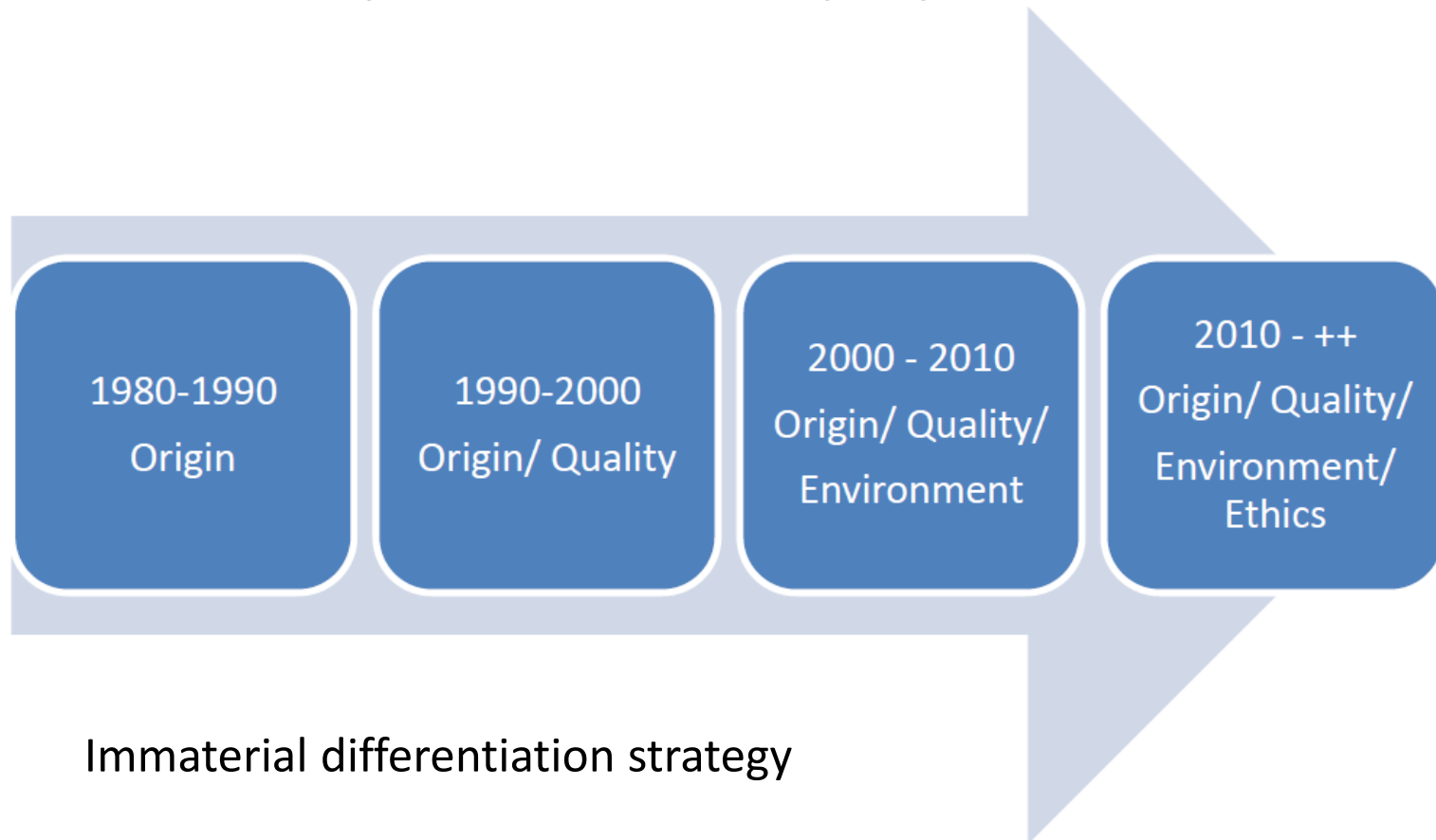
MATVÆLI: EFTIRSÓTTIR EIGINLEIKAR

Dæmi frá Frakklandi:

- Bragðgæði
- Næringargildi
- Ferskleiki
- **Uppruni**
- Verndun villtra fiskistofna
- Félagslegir þættir og mannúðarmál
- Velferð dýra
- Virðing fyrir menningarlegum skyldum
- Kolefnislosun



UPPRUNI OG TENGDIR EIGINLEIKAR



Immaterial differentiation strategy

Why and how to label seafood products?
Monfort & Baelde Associates, October 2011



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UPPRUNAMERKI FYRIR ÍSLENSKAR SJÁVARAFURÐIR





UPPRUNAMERKI FYRIR ÍSLENSKAR SJÁVARAFURÐIR

Markaðsverkefni (B2B)

Sjálfbær nýting auðlinda
hafsins og ábyrgar fiskveiðar

Markmið:

- Treysta stöðu íslenskra sjávarafurða á erlendum mörkuðum
- Styrkja ímynd Íslands sem upprunalands sjávarafurða





CERTIFIED

VOTTUN Á ÞORSKVEIÐUM



UPPRUNAMERKIÐ

Vísað er til yfirlýsingar um ábyrgar fiskveiðar

Sjálfseignarfélag sem á og rekur vörumerkið – Íslandsstofa sér um kynningarmál

Tryggja kaupendum og neytendum upplýsingar um íslenskan uppruna og ábyrgar fiskveiðar

Fjármögnun





REGLUR OG LEIÐBEININGAR

Vörumerkið er skráð í helstu viðskiptalöndum

- hönnunarsamkeppni
- kostnaður

Settar skýrar reglur um notkun merkisins

Skriflegur samningur

Leiðbeiningar um notkun





GÓÐUR GRUNNUR AÐ BYGGJA Á Í UMFJÖLLUN

Hrein náttúra – hreinar afurðir

Fólk segir sögur....

- Umfjöllun erlendra ferðamanna sýnir jákvæða mynd af matarlandinu Íslandi
- Fjölmiðlar fjalla mikið um Ísland: landið er „INN“ í dag

Íslenskir veitingastaðir standa framarlega

Forysta íslenskra matreiðslumanna í
samtökum á alþjóðavettvangi



ELDHÚS MATUR

12 DAGAR Í MARS

COME AND BE
INSPIRED BY ICELAND

Snaps from Iceland: Eldhús, the Smallest Restaurant on Wheels



DESIGN: Snaps from Iceland: Eldhús, the Smallest Restaurant on Wheels

the Andrew Stenok, unless otherwise noted

that fantastic scene in Ploers Up when the old man Carl Fredricsson's house floats into the clouds by a bundle of helium balloons, and off it floats to Paradise in image was the inspiration behind Eldhús, an actual house built to scoot on wheels, not via balloons) all over Iceland for twelve days, showcasing local flavors from a different chef each night. Maximum occupancy at the dinner is six diners.

the folks behind the campaign *Inspired by Iceland*, we got to experience a side Eldhús—which means "hotter" but literally translates to "the house"—on a grill, when it was parked at the corner of Leigugátt and Biskupstígur off the tongue, doesn't it?) in downtown Reykjavik. You probably couldn't get parking a house on the corner of two of the busiest shopping streets in capital cities, but there's part of Reykjavik's charm.

was prepared by two talented chefs. Partner of *Vox* restaurant and *Ally of Salt*, light quinoa inside—picture a minivan interior—they did some prepping at a nearby area of time, but set up a makeshift grill outside Eldhús that night for the night. Icelanders are very proud of their lamb; it's right up there with their sky sheep.

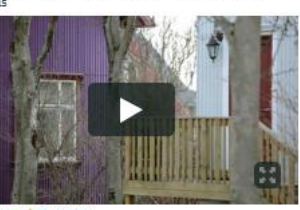


started with a pile of potato chips sprinkled with dill and Icelandic salt for while the chefs plated a starter of cold-smoked arctic oar with beets, onions, bright herbs, crumbles of a simple homemade cheese, and toasted rye crisps on top. Then came the "backyard"-grilled lamb tenderloin served family-recipe cabbage, sautéed (Bæddin turnip), and barley.

It not expected to see such colorful produce and vibrant herbs from Iceland in the country they power greenhouses with geothermal energy—the same sponsor for the steamy, mystical Blue Lagoon—the place regales more of California than Iceland. Just outside Reykjavik for example there's a Hveragerði, or "the Blossoming Town," full of greenhouses.

twelve-day tour in March, the Eldhús parked for dinners at the Blue Lagoon, (Bæjarfelli) glacier (do we all just say Blufftopping in our heads?), on a near, but actually only, and other breathtaking spots around the country they the tour is over now but here's a glimpse at what was served inside the at our meal.

Snaps from Iceland: Eldhús, the Smallest Restaurant on Wheels



Snaps from Iceland: Eldhús, the Smallest Restaurant on Wheels

RECYCLE



REMODELISTA SOURCEBOOK FOR CONSIDERED LIVING

Hot Topics: [Technique of the Week](#) | [The Food Lab](#)

TODAY'S SPECIALS
The Vegan Experience, a Retrospective: All 28 of Kenji's Vegan Recipes
Kenji's morning vegan Experience has come to an end. Over the course of that animal-product-free month, he shared many vegan recipes with us. And whether you're vegan or not, you have to admit, these soups, sandwiches, and shoot even a *vegan Pesto pie* (it, looked pretty damn delicious, here's a roundup of all 28 of the vegan recipes. [Continue reading](#) >

BraveTart: Make Your Own Bittenfingers >

Sandwiched: Crisp Grilled Cheese >

So cosmic RT [@edevine](#): Can soup dumplings travel? Naysayers abound in our office. This is the cosmic question we are dealing with. [about 11 hours ago](#)

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Eldhús Lunches In Stykkishólmur



Post Published: 11/03/2012 13:22 | Updated: 11/03/2012 13:22

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On day three Eldhús entertained five guests: four Australian girls and one American guy. The lucky diners were treated to a lunch of native Icelandic mussels cooked by the day's local volunteer: Sumari Aggestsson. He made his speciality of mussels in cream sauce with root vegetables and herbs. Check out the gallery below to see all the culinary action.

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Eldhús: The Culinary Tour, Day 3



Standing tall next to the cliff in Stykkishólmur.



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Eldhús Serves Up A Fish Dinner In One Of The Most Amazing Locations In The World



Post Published: 10/03/2012 15:30 | Updated: 10/03/2012 15:30

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The black beach really is beautiful, almost like something out of a Hollywood movie. All around Eldhús we have the ocean with the waves hitting the black beach, and three beautiful cliffs a large rock formation call Dyrolsá and the glacier Mýrdalsjökull that hides Iceland's most powerful volcano under the thick ice. Katla. We use the help of Demi and his old army truck to get our Eldhús on to the beach.

Chief Gardar is the youngest member of the Icelandic culinary national team and he cooked a special fish called Langa that many Icelanders are unsure to cook but he does and he cooks dinner over the stone grill he has built on the beach, perfect!

Our four guests: Tristin, Nick, Michelle and Carla are treated to the one thing missing from the black beach: Icelandic horses. Jóhanna and her daughter Birna have brought two of their Icelandic horses to make the evening at the black beach perfect. Even if the horses did see Eldhús' grass roof as their dinner!

Eldhús: The Culinary Tour, Day 9



With the help of Demi and his army truck from the local Icelandic rescue team we get Eldhús onto the black beach.



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EATING WITH THE LOCAL PEOPLE WORLD WIDE.

BY VICKI EDMUNDS - DEC 11, 2011

VICKI EDMUNDS



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I love the fact that Iceland is inviting tourists to meet with the local people. I have been doing this for 2 years through the website eatwithalocal.com it connects travellers with local people willing to cook for them in their homes all over the world. I would love to have more members from Iceland join eatwithalocal and look forward to eating and meeting with people from your lovely country.

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Sjavargrillid (Seafood Grill)

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37 visitor photos

Ranked #1 of 195 restaurants

248 Reviews

Price range: \$17 - \$50

Cuisines: Barbecue, Scand

Dining options: Reservation

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“Wonderful Iceland Cuisene Experience”

5 stars Reviewed August 24, 2012

The food was great and fresh. The taste and how it's served was delicious.

It was a good change to try local tastes, so I ordered the "Taste of Iceland", which was very good. Especially I enjoyed the lamb.

Was this review helpful?

[Problem with this review?](#)

[Ask G3A about Sjavargrillid \(Seafood Grill\)](#)

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

“Yummy”

4 stars Reviewed August 22, 2012

We had the grilled salmon. It was fresh and served on a broccoli mousse which was cool. The fishes were fresh and the flavor of the different ingredients was nice. The portion had a good size.

The service was prompt and friendly. The restaurant had a lot of nice details like the wall made out of old wine boxes out of wood.

The prices are reasonable.

248 reviews from our community

93% Recommend

Excellent	<div style="width: 93%;"></div>	190
Very good	<div style="width: 10%;"></div>	42
Average	<div style="width: 3%;"></div>	9
Poor	<div style="width: 1%;"></div>	4
Terrible	<div style="width: 0%;"></div>	3

Rating

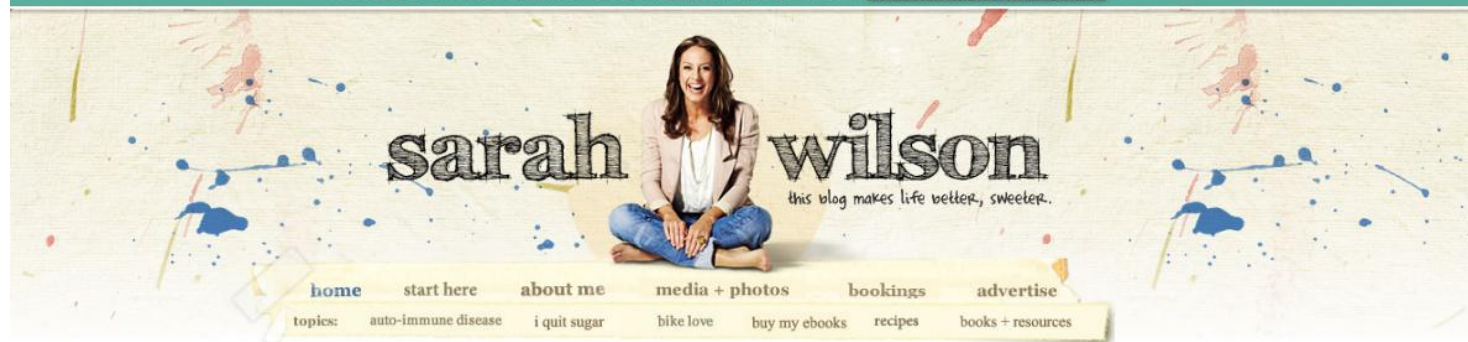
Food
Service
Value
Atmosphere



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248 reviews sorted by [Friends first](#) [Date](#) [Rating](#)

English first



icelandic skyr, avocado + coconut breakfast mousse!

posted on august 21st, 2012

I'm in Iceland and the food here is sublime. The country has totally rallied around their earthy, fishy roots and is producing phenomenal stuff, even in tiny little hotel restaurants in towns with populations of 200. The slow food movement here is very active. And there's a heavy focus on organic, farm-to-table, clean food. I'm in a very specific heaven.



I met with the mover and shaker in the Icelandic Slow Food movement - Dominique Plédel Jónsson - and she gave me the full rundown on what and where to eat around the entire country. You can get more information on their [facebook page](#), or look at their [facebook group](#).

One of the classic products here is skyr, a cultured curd cheese made out of cow, sheep or goat milk. It's like a slightly thicker and creamier yoghurt - very much like my [homemade cream cheese](#) - and brimful of great cultures. I've been eating it like crazy. One cafe - Cafe Loki - makes an "ice cream" from it, mixing a fermented rye with skyr into a creamy mush. Oddly, they eat it on the side of a plate of herring. I've eaten skyr mixed with foraged berries as a dessert. And as a spread on toast. Much like my [cream cheese](#).

The Slow Food Foundation for Biodiversity's Ark of Taste cites two Icelandic products: the local goat and the traditional skyr. The original recipe - and culture - is in the hands of few (like, three producers). Special stuff.

Anyway. The other day I ate it at [Aldin](#), a great Slow Food cafe in Reykjavic. It was mixed with coconut milk and - [Read more](#)

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AUSTUR-SKAFTFELLING



Sarah Wilson
 Liked · August 23 via Instagram

We travelled over an hour to eat lobster here
 #slowfood #iceland <http://instagr.am/p/Or-m>

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Kat Ness Everdeen Avery This is a gorgeous picture ... This place looks so inviting
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The best seafood I've ever eaten: sous vide arctic char



Well, @connie_inglis made my Icelandic breakfast mousse. How was it Connie?! #igs



This is #nordicuisine at its best: the amuse bouche - langoustine, scallops, burnt leek and an almond bisque



SAMANTEKT

- Undirbúningur og val á leið til mörkunar og aðgreiningar á markaði mikilvæg
- Mikil fjárfesting – samstaða mikilvæg
- Hægt að nýta upprunann enn betur en gera það skipulega og skýrt
- Höfum náð góðum árangri þegar við eignumst „sendiherra“ úti í heimi sem nýta sér upprunalandið Ísland í sinni kynningu



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