

Varanger Cook

Rhubarb Project Handover Document

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Pitch 1: Food Souvenir

Setting: Large group of tourists arriving at the restaurant where Tor-Emil is working (Vardo/Kirkenes). Rhubarb will play a part in the dish and small samples (food souvenirs) for free or to buy are places at each setting.

Goal: Incorporate rhubarb into dishes & offer or sell take home samples (food souvenirs). Demographic specific pitch to be performed by the Tor-Emil / server / head waiter at the dinner.

Pitches:

Chinese tourist pitch:

Welcome, tonight as you enjoy our Norwegian feast, we would like you to enjoy something closer to home. We understand that rhubarb has been used through the ages in traditional Chinese medicine but tonight we have incorporated our very own Varanger rhubarb. Experience traditional medicine transformed into the culinary delight of wild Norwegian rhubarb which have incorporated into your meal as well as providing a souvenir from the Arctic, Rhubarb Juice.

North American pitch:

Welcome, tonight as you enjoy our Norwegian feast, we would like you to enjoy something closer to home. As you know rhubarb becomes available long before most other fruits are ripened, while all-American apple pie still rules the ruse, I know the springtime favourite strawberry-rhubarb pie is second best. On that note, tonight you dine on Varanger rhubarb which have incorporated into your meal as well as providing a souvenir from the Arctic, Rhubarb Juice.

German pitch:

Welcome, tonight as you enjoy our Norwegian feast, we would like you to enjoy something closer to home. Before you start, please think back to your childhood. Remember in spring when the gardens would grow with rhubarb, and grandmother would make rhubarb cakes or crumbles. Even in your child tongue-twister Rhabarber-Barbara the taste of rhubarb runs deep, so tonight dine on Varanger rhubarb which have incorporated into your meal as well as providing a souvenir from the Arctic, Rhubarb Juice.

Spanish pitch:

Welcome, tonight as you enjoy our Norwegian feast, we would like you to enjoy something exotic, a plant you may not have heard of due to the differing climate of Spain and Norway. Rhubarb Jam has grown in popularity of recent times throughout Spain, so tonight try our dishes with Varanger rhubarb which have incorporated into your meal as well as providing a souvenir from the Arctic, Rhubarb Juice.

Italian pitch:

Welcome, tonight as you enjoy our Norwegian feast, we would like you to enjoy something closer to home. In Italy you have Zucca Rabarbaro, an Italian Amaro Aperitif created from an 1874 recipe to alleviate indigestion, tonight we offer you Varanger rhubarb which have incorporated into your meal as well as providing a souvenir from the Arctic, Rhubarb Juice.

Russian pitch:

Welcome, tonight as you enjoy our Norwegian feast, we would like you to enjoy something closer to home. Some of you may be familiar with Mama Karelia and her candied rhubarb, a tasty treat popular with children, tonight we offer Varangers take on rhubarb which have incorporated into your meal as well as providing a souvenir from the Arctic, Rhubarb Juice.

Pitch 2: Hurtigruten Partnership

Contact person

Freddy Storaker Bruu

Food & Beverage Director of Hurtigruten

+ 47 92855547

freddy.bruu@hurtigruten.com

→ samples required!

Sales Methods

1. as a souvenir in the Hurtigruten on-board gift shop
→ solution works like this: Tourists take the story of Varanger rhubarb and Vardø home and share it with their family and friends.
2. serving rhubarb dishes in the on-board restaurants.
→ solution works like this: When the ship is coming closer to the port of Vardø, rhubarb dishes (or juice) will be served in the restaurant.

Storytelling

Storytelling in form of...

1. the label on souvenirs / gifts (e.g. rhubarb jam, rhubarb juice)
2. history of Vardø and Varanger rhubarb on the daily menu when ship is close to Vardø (in different languages – Norwegian, English, German and French)

→ Hurtigruten covers both - the optimal sales methods plus the storytelling aspect.

Production line checklist

Types of manufactured goods: Juice, Cider, Jam, Ketchup;

Budget restrictions: 16,500\$

Bottles: 300 ml, glass, plastic;

- **Technology & production line**

For the production of a particular product line, a specific production line buys.

Each production line **is customized specifically** for the customer.

In our case, I chose two manufacturers of production lines for juice and cider and for ketchup and jam.

The reason for this is that the first production line **cannot produce** ketchup and jam.



1. **TOPCN** 1000-9000\$

[Kent Syu Guangzhou Topcn Machinery Co., Ltd.](#)

[Info about this production line](#)

And



2. **PAIXIE** 1000-20000\$

[Anna Wang Shanghai Paixie Packing Machinery Co., Ltd.](#)

[Info about this production line](#)

Both manufacturers **customize their lines individually** to customer requirements.

I chose these companies, because they have a **high rating** and good reviews.

Prices for their equipment are **relatively average** in relation to quality and competitors.

- **Setup and Delivery**

Equipment preparation time on average takes 30 days.

You will need to provide them with a photo of the bottle or container that you will fill, as well as a photo of the cap.

After that, you can choose two companies that deliver from China to Norway:

By sea	By plane

3\$ per kg	1-5\$ per kg
~30 days	3-7 days
contact	contact

These companies are large carriers. They have a good reputation and **low cost**.

- Additional requirements

1. Workshop with an area of about 150 square meters.

It is necessary to calculate how much water your production requires. From this, the size of the room can change. However, 150 is the average figure and the most optimal for small production.

In addition, it must comply with the requirements of the Fire Regulations.

2. A warehouse to store manufactured products.

This warehouse may vary in size from the number of manufactured products.

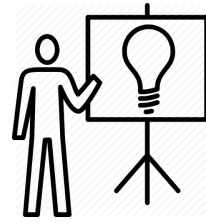
3. **At least 2 employees** who will work behind the production lines. They will exercise control over the production process, as well as remove finished products from the line.

The average salary in Norway is \$ 20 per hour.

It is very important: it is necessary to carry out **a constant supply of resources** necessary for the production, in particular, rhubarb. It is very important that the line does not stand idle without work.

“

PITCH 1



Tor –Emil, remember when you told us that you wanted to have one of your creations to be part of the Hurtigruten experience? What we have for is a **platform** to **share** your **story** in two different ways: The first is as a **souvenir** that visitors can buy in the on-board gift shop whereas the second means is part of the **menu** served when guests arrive to the port of Vardø with a **story attached**. This will create a **bond** to the area. “



why?



Reasons why Hurtigruten is THE perfect partner:

Hurtigruten is

- enhancing local communities and traditions
- sourcing ingredients from local suppliers
 - reducing transportation emissions
- offering Norwegian specialities of the area you are visiting in their daily menu
- selling local food in their on-board gift shop

Sales Methods



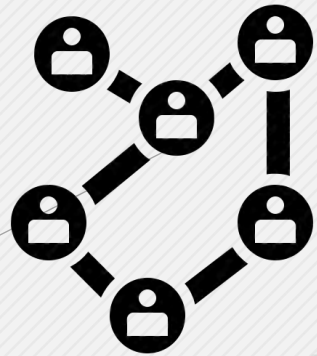
1. As a souvenir in the gift shop

- take home the story of Vardø and Varanger rhubarb
- → share the story

2. Serving it in the on-board restaurants

- when coming closer to the port of Vardø
- → taste specialities of this area





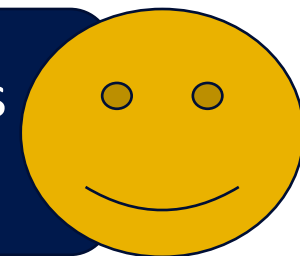
Storytelling

Storytelling in form of

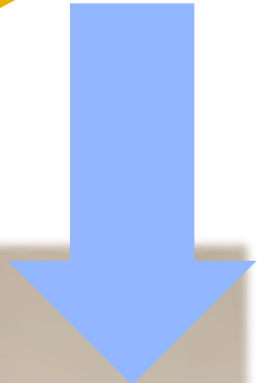
- the **label** on souvenirs / gifts (e.g. rhubarb jam, rhubarb juice)
- history of Varanger rhubarb on the daily **menu** when ship is close to Vardø (in different languages)



→ Hurtigruten covers the optimal sales methods plus the storytelling aspect



examples



Exclusive

MYKEN

ARCTIC DRY GIN

from Lofoten

Myken Arctic Dry Gin is made from desalinated sea water - try it as a Gin & tonic.

Myken Arctic Dry Gin er laget av avsaltet sjøvann - prøv den som en Gin & tonic.

149 NOK

HURTIGRUTEN

DAY 7

KIRKENES

En nær-Russland-opplevelse

Med unntak av den kalde krigen (1945-1989) har grensetraktene i Øst-Finnmark vært preget av handel og kulturutveksling mellom Norge, Russland og den samiske befolkningen. I dag møtes norsk og russisk matkultur på en tallerken om bord i Hurtigruten.

70°N — DAY 7
ØST-FINNMARK

EN: A near-Russia experience. With the exception of the Cold War years (1945-1989), the border areas in eastern Finnmark have been a place of trade and cultural exchange between Norway, Russia and the Sami population. Today, the Norwegian and Russian culinary culture meet on a plate on Hurtigruten.

DE: Ein Hauch von Russland. Mit Ausnahme des Kalten Kriegs (1945-1989) fand in den Grenzgebieten der Finnmark immer ein reger Handel und kultureller Austausch zwischen Norwegen, Russland und den Sami statt. Heute treffen sich norwegische und russische Esskultur auf einem Hurtigruten Teller.

FR: Une expérience presque russe. Hormis la période de la guerre froide (1945-1989), les régions frontalières de l'est du comté de Finnmark ont toujours été un lieu de commerce et d'échange culturel entre la Norvège, la Russie et la population sami. Le menu du jour mêle les influences norvégienne et russe.



Marketing Mix

Product

- Focus on rhubarb jam or juice

Price

- Dependent on competitor products and production costs

Promotion

- Awake interest of the Hurtigruten travellers due attractive eco packaging and fascinating storytelling

Place

- On-board gift shop
- On-board restaurants

WHAT'S
NEXT



How to continue



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F&B Director

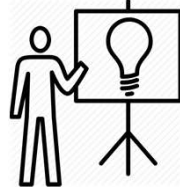


HURTIGRUTEN





PITCH 2



You wanted stories, to form bonds connecting people from over the world to a common theme, Rhubarb. Through combining stories of Varanger Rhubarb and that of other cultures you can create a connection.

Varanger Cook – BRIDGE Project



why?

Why storytelling and a food souvenir?

- Targeting specific demographics
- Creating bonds to a common theme (rhubarb)
- Offering a food souvenir allows for a physical object to take home and spread the connection with others
- Creates real feelings of attachment to place



Scenario

- Large group of tourists arrive to one of your restaurants (Vardø Hotel / Kirkenes)
- At each place setting a sample of your Rhubarb Juice as a food souvenir for the guests
- Large tour groups generally originate from one demographic with statistics showing they originate from:
 - China
 - North America
 - Germany
 - Spain
 - Italy
 - Russia



Scenario

Before dinner is served Tor-Emil or the head waiter greets the group and presents a targeted pitch.

Russian pitch:

Welcome, tonight as you enjoy our Norwegian feast, we would like you to enjoy something closer to home. Some of you may be familiar with Mama Karelia and her candied rhubarb, a tasty treat popular with children, tonight we offer Varangers take on rhubarb which have incorporated into your meal as well as providing a souvenir from the Arctic, Rhubarb Juice.



Lack of attachment

For demographics that may not have strong attachments to rhubarb, or when a pitch cannot be prepared before hand, attachment cant be created through:

- Sharing stories and the history of Vardø and Varanger Rhubarb
- Asking for stories, recipes or uses of rhubarb from their home countries



Production & Economics

«Three things make a nation great and prosperous: fertile soil, vibrant industry and the ease of movement of people and goods.» Francis Bacon ©

Production needs

- Juice & Cider production line
- Ketchup & Jam production line
- Delivery costs
- Workshop & warehouse

Limitations

- 16,500\$ for equipment
- Preferably automated production
- Glass or plastic packaging
- Bottles – 300 ml

Juice & Cider production line

Automatic bottle filling beer fruit juice production line,
TOPCN



Price ~5000\$

Est. time ~30 days

Filling speed	Filling range	Dimension (L*W*H)	Weight	Packaging type
40-200 bottles/min	10-5000ml (optional)	2500*1350*1680mm	500kg	Cans, bottles

Kent Syu 2019-11-12 22:44



Do you have the bottle and cap picture? I need to check what kind of capping machine needed for the cap

[contact](#)

Ketchup & Jam production line

Bottle filling machine for ketchup jam sauce,
Paixie



Price	~10000\$
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Est. time	~30 days
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Filling speed	Filling range	Dimension (L*W*H)	Weight	Packaging type
high	optional	2000*1000* 1500mm	600kg	Cans, bottles

[contact](#)

Delivery costs

From China to Norway



[contact](#)

Guangdong, China

By sea	By plane
3\$ per kg	1-5\$ per kg

Time of delivery

By sea	By plane
~30 days	3-7 days



[contact](#)



Total costs

	By sea	By plane	Warehouse*	Total
Juice & Cider	~6500\$	~5500-7500\$	136\$ per square meter per year (20400\$ for 150 m ²)	26900\$
Ketchup & Jam	~11800\$	~10600-10300\$		31300\$

**www.statista.com data from 2018*

Workshop & warehouse

From China to Norway

- Workshop with an area of about 150 square meters.
- This will save on rental costs (especially water, which will require a considerable amount).
- In addition, it must comply with the requirements of the Fire Regulations.