



PRESS RELEASE OCTOBER 21, 2014

For immediate publication

For more information, contact:

Project manager Lena Ilkjaer: +45 31 31 86 51

li@whiteguide.dk

Mikael Mølsted: +46 70 727 21 22

mikael.molstad@whiteguide.se

THE BEST RESTAURANTS IN THE NORDICS – IN ONE COMPREHENSIVE GUIDE

By December 15th 2014 the first issue of White Guide Nordics will be launched, covering the 250 best restaurants in Denmark, Sweden, Norway, Finland, Iceland and the Faroe Islands.

The White Guide has been the leading restaurant guide in Sweden since 2004 and was launched in Denmark in early 2014. The guides cover over 800 restaurants in the two countries, promoting continuous development in the world of gastronomy in this dynamic region.

Today, international interest in Nordic gastronomy is huge, and there is a growing demand for an encompassing guide to the full range of restaurant experiences in the Nordics – covering not only the capitals, but also the top restaurants in other major cities and in the countryside.

White Guide Nordics

To meet this demand, we are launching White Guide Nordics – a comprehensive restaurant guide in English covering the 250+ best restaurants in Denmark (including the Faroe Islands), Sweden, Norway, Finland and Iceland.

The guide will include around 80+ restaurants in Sweden, 75+ in Denmark (including the Faroe Islands), 45+ in Norway, 40+ in Finland and around 10 in Iceland. The top 25 will be ranked on the "Top 25 Nordic List," and given ample editorial coverage. All restaurants will be rated and grouped by country, category and location.

The White Guide's success in Sweden and Denmark is partly the result of the thorough testing of all restaurants included in the guides. Every year a large team of anonymous inspectors test every single restaurant in the guides, providing a point-based evaluation and entertaining editorial copy about the experience – all with the aim of giving the potential guest the most relevant information possible in choosing where to eat. Since the beginning, the White Guide has aimed for transparency regarding its rating system. Interested readers (and restaurants alike) can find a detailed presentation of the rating system and how food, beverages, service, setting and atmosphere are assessed.

The launch of the White Guide Nordics 2015 edition is planned for year-end 2014 and will be sold through established channels, in addition to being distributed via partners. 20,000+ books will be printed and a website, e-book and an app are also in the pipeline for the project.

