# Making a difference, one plate at a time. Visit Sweden makes it easier for travellers to eat well and do good at the same time

**Increasingly people want to eat more plant-based for the benefit of their health and the climate. To inspire more people and make it easy for food-interested travellers to find excellent and exciting plant-based dining experiences in Sweden, Visit Sweden has launched the influencer collaboration "Plant-based by Sweden".**

Plant-based by Sweden, is an initiative to highlight green-cuisine through examples of plant-based experiences and exciting destinations throughout Sweden as well as the forward-thinking chefs, food creators and food producers at its forefront The initiative is a collaboration with influencer and cookbook author Therese Elgquist, ´Plant-based by Thess´, who takes viewers on a journey to places where local flavours and plant-based are on the menu. The result is a series of 8 YouTube episodes with accompanying recipes and an online food guide, “Plant-based food guide“.

In the series, we follow Thess with filmmaker and photographer Agnes Maltesdotter on a journey through Sweden to eight locations from north to south, as they delve into unique dining experiences and meet people who in different ways are working towards a more sustainable world. During 8 episodes, they meet food producers, chefs and creative entrepreneurs who all work with a focus on green-cuisine producing unforgettable dishes, delicious desserts and perfect accompanying drinks.

“Food-interested international travellers associate Sweden with sustainability, health and a good range of plant-based food. We would like to reinforce this image and at the same time make it even easier for them to find these experiences. There is still a lot to do before the production and consumption of food is completely sustainable. This is a step in that direction and Visit Sweden wants to make an active contribution," says Jens Heed, who heads up the Food Tourism Programme at Visit Sweden.
The series includes the following destinations and locations: Gotland – Lilla Bjers, Grebbestad – Catxalot, Järpen - Kolåsens fjällhotell, Malmö – Food and chocolate studio, Mullhyttan – Restaurant Mull/Jannelunds Gård, Småland – Rudenstams, Stockholm – Greenhouse and Sundsvall – Naturaj.

The series is live on Visit Sweden´s YouTube channel as inspiration to travellers and is already available on their corporate website where it is a training resource for food-focused tourism entrepreneurs within Sweden. In connection with each episode, there are also two recipes, so that visitors can experience some Swedish flavours from their home while they wait for travel to open up again. Two recipes have been inlcuded as PDF downloads below.

In the online Plant-based food guide, Thess offers tips on places to visit for good food experiences spread across Sweden which she has discovered herself and with the help of her followers. It's about both places that only offer plant-based and those destinations where plant-based is a part of what they offer. The guide, Plant-based food guide, is already available and is updated with new tips weekly.

“My dream is that the films and tips in the guide will create a curiosity about plant-based - and that more people will discover what an incredible range of conscious, creative and passionate entrepreneurs we have in Sweden," says Thess.

For beginners, we recommend the typical Swedish (yellow!) Pea soup, which is traditionally available on Thursdays in every canteen and in many households for lunch.

**Recipe: yellow pea soup** (for 10 servings)

Yellow pea soup is a classic vegan alternative. Thursday is the traditional day for pea soup in Sweden - often with pancakes and sometimes even a snaps liqueur for dessert.

500 g dried yellow peas

2 litres of water

2 vegetable stock cubes

2 onions

2 large carrots

3 tbsp fresh, chopped thyme plus something to garnish

1. Soak the peas in cold water for about 10–12 hours.

2. Drain the water and rinse the peas in a colander. Put in a large saucepan, add 2 litres of water and bring to a boil.

3. Crumble the stock cubes in it, cover and simmer for 30 minutes over medium heat.

4. In the meantime, peel and quarter the onions and peel and slice the carrots. Add vegetables and thyme and cook for another 30 minutes. Season to taste and check that the peas are soft.

5. Serve with high-quality mustard and the remaining thyme.

´Smaklig måltid´ as we say in Sweden!

**Press images & Videos**: https://contentbank.visitsweden.com/selection/b9e08cebb34e90415bb82e29b7a41387

**About Thess**

Therese Elgquist, from Gothenburg, is an eminent food creator and cookbook author simply known as Thess by her growing fan base. The eco-minded foodie's creative, easily accessible take on plant-based food has made waves in recent years, thanks to her knack for creating innovative and delicious recipes that are easy and fun to cook at home. Her enthusiasm for sustainable, vegetable-packed dining – which she describes as "the world's most modern form of cookery" – is contagious. For more information see https://plantbasedbythess.com and Instagram handle – @plantbasedbythess

**About the Food Programme**

Visit Sweden together with Sweden's regional tourism organisations, regions and big cities work long-term to strengthen the image of Sweden as a gastronomy destination. Between 2017 and 2022, the Swedish government and the EU, through the Rural Development Programme, support Visit Sweden's "Export Programme for Sweden's Food Tourism".

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