Sweden Creates the World's Largest Open-Air Bar

Following the success of the 2019 Edible Country campaign is the launch of Drinkable Country – the largest, open-air, world-class bar led by internationally acclaimed team at Tjoget, and other leading Swedish beverage experts. Starting June 15, visitors can book a seat at more than 16 tables located in some of Sweden's most beautiful natural landscapes for a chance to enjoy a selection of drinks and DIY recipes reflecting the country's 100-million-acre natural pantry.

New York, NY (June 15, 2021) – The world's largest, outdoor, socially distanced bar is opening this summer in Swedish nature. In 2019, Sweden launched The Edible Country, the world's largest DIY gourmet restaurant, with recipes developed by Guide Michelin-awarded chefs. The concept, which until now, consisted only of food, is being expanded to include an incredible drinking experience. Drinkable Country features a combination of ready-made beverages that reflect local nature and produce alongside drinks that visitors can mix themselves with ingredients found in the surroundings based on recipes provided by Sweden's foremost beverage experts. When booking a Drinkable Country experience, guests will have the opportunity to explore the area with local guides while collecting and mixing the ingredients, and then enjoy the various drinks.

"The DIY recipes enable visitors to explore Swedish nature through world-class taste experiences," says Jens Heed, Program Director Food Travel at Visit Sweden."The country's 100 million-acre pantry of fruit, berries, vegetables, and crystal-clear spring water is open to everyone. We call it the Drinkable Country – the world's largest open-air bar."

The recipes have been developed in collaboration with four different beverage experts, each of whom has been given the responsibility to represent different regions in Sweden. Rebecka Lithander represents southern Sweden. Lithander has experience from the two-Michelin-star restaurant Daniel Berlin, where she raised the non-alcohol drink packages to the same high level as the food. The tables on the west coast are represented by Bar Bruno, a local gem of a cocktail bar; while on the east coast, it is the world-famous bar Tjoget that will compose the drink menu. Emil Åreng, a nationally and internationally acclaimed bartender and author of the world's best cocktail book in 2016, represents the northern part of Sweden.

"It is a thirst-quenching journey through Swedish nature that is a completely new and fascinating way to experience cocktails and to discover the country and its natural environment," says Leo Lahti, Bar Manager at Tjoget.

In Sweden, nature is everyone's playground. It's a place to linger – as long as you do not disturb or destroy it – thanks to the unique Allemansrätt – Swedens's "freedom to roam." With the Drinkable Country, Sweden invites everyone to experience their close-to-nature lifestyle over world-class food and drink.

More information about the experience: visitsweden.com/drinkable-country/

Press images: https://contentbank.visitsweden.com/selection/2735410a990a4f9e9c84324031baf125

Video: https://youtu.be/1u-c9YnGbho

The Beverage Experts

- **Southern Sweden**: Rebecka Lithander is an acclaimed sommelier who now works at the locally praised restaurant Mutantur in Malmö. Before joining Mutantur she worked at the two-star Guide Michelin restaurant Daniel Berlin.
- **Western Sweden**: Bar Bruno, a small cosy bar that serves innovative cocktails with a home-bar feel.
- **Eastern Sweden**: For the past five years, Tjoget has been on the list of the World's 50 Best Bars.
- **Northern Sweden**: Emil Åreng with roots in Norrland was named Sweden's best bartender in 2015 and has also won several international awards. Emil most recently came from Cardier Baren at the historic Grand Hôtel in Stockholm, where he was Creative Director. He is the author of the cocktail book *Salongs i Norrland,* which was named Best Cocktail Book in the World in 2016.

The Edible Country
'The Edible Country' is an initiative from Visit Sweden to highlight the natural and healthy pantry that Swedish nature has to offer. The menu suggestions of the do-it-yourself dining experiences are co-created with four of Sweden's top chefs: Titti Qvarnström, Niklas Ekstedt, Anton Bjuhr and Jacob Holmström. The dishes are created with inspiration from Sweden's varied landscape and shifting seasons. The over 20 tables are placed in Swedish Lapland, Stockholm Archipelago, the High Coast, Dalarna, Gävleborg, Sörmland, Värmland, Västsverige, Småland, Halland, Skåne and Gotland and you can find more information about the regions on our webpage. The initiative is an open invitation for everyone to experience the Swedish

‘close-to-nature’ lifestyle and take pleasure in the natural pantry that Sweden has to offer. Add-on services that will help you during your experience, for example, your very own personal guide or chef and a basket with the necessary ingredients to create the drinks or cook the recipes outdoors are available to book online.

For further information, please contact:
Melinda Martino, Senior PR Manager**,** Visit Sweden USA**,** 917 340 9330**,** melinda.martino@visitsweden.com

About Visit Sweden
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