Sweden creates the world’s largest open-air bar

The internationally award-winning bar Tjoget along with leading Swedish beverage experts will be making world-class drinks available outdoors in Swedish nature throughout this summer. Together they will form what may very well be the world's largest socially-distanced open-air bar. Starting 15th June, visitors have the opportunity to 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.

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 today has only consisted of food, is now being expanded to also include world-class drink experiences. It will be a combination of ready-made beverages that reflect local nature and produce together with drinks that visitors can create themselves with ingredients found in the surroundings, based on recipes provided by the beverage experts. In this way, visitors get the opportunity to explore Swedish nature both together with local guides when collecting and mixing the ingredients and when enjoying the various drinks."The DIY recipes enable visitors to explore Swedish nature through world-class taste experiences. 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", says Jens Heed, Program Director Food Travel at Visit Sweden.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 the local cocktail bar gem Bar Bruno, 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. I would say that this is a completely new and fascinating way to both experience drinks and to discover a country and its natural environment", says Leo Lahti, Bar Manager at Tjoget.In Sweden, nature is everyone’s and anyone’s playground and place to linger as long as you do not disturb or destroy, mainly thanks to the unique Allemansrätt - the freedom to roam. With the Drinkable Country, Sweden invites everyone to experience the Swedish close to nature lifestyle while at the same time enjoying world-class food and drink.

To experience this exciting culinary adventure for yourself, when the time is right, book with Best Served Scandinavia and join Henry and Pia at Huuva Hideaway in Swedish Lapland where storytelling, arctic and Sami food go hand in hand: bit.ly/SummerinSwedishLaplandBestServed or call them on 020 7838 5942.

More information about the experience: https://visitsweden.com/drinkable-country/ / https://youtu.be/1u-c9YnGbho

Free Hi-Res Images available to donwload: Visit Sweden Content Bank Drinkable Country

PDFs of the DIY recipes for each season are avilable on request. I have included the ´Summer´ recipes as an example.

About the beverage experts

Southern Sweden: Rebecka Lithander, acclaimed sommelier now working 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.

Background information:

‘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 this fine do-it-yourself dining experience 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.

About Visit Sweden

Visit Sweden is Sweden’s marketing company. Visit Sweden markets Sweden abroad as a destination to contribute to more jobs and increased income in Sweden. The company also provides and sells communication and knowledge services related to the hospitality industry, tourism and travel. Foreign tourists spend approximately SEK 144 billion annually in Sweden and approximately 172,400 people are employed in the hospitality industry’s companies alone. Visit Sweden is owned by the Swedish state through the Ministry of Trade and Industry

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