



COOKING TOGETHER

What is better than food itself? Preparing food and gathering around a family size table to enjoy it together with your guests!

At a home visit (see product card 2), or a designated place (e.g. a cooking studio), cooking is a perfect activity during which to connect, share stories, and learn from each other's cooking habits and about local ingredients. What memories come to mind with certain ingredients, scents, or tastes? Where does the food come from, and how can it be prepared? Share your stories and recipes with your guests. Cooking outside by the campfire on a sunny day can be a meaningful and multi-sensory experience for both hosts and guests. There are also opportunities for online co-cooking, where the host guides the participants in preparing the ingredients while making a lovely meal together virtually.

GROUP SIZE: 1-4 guests

DURATION: 2-4 hours

AVAILABILITY: all year round

FOR WHOM: Families or friends seeking meaningful, authentic, cultural, social, and slow experiences. Food enthusiasts who want to increase their knowledge and skills in local cuisines could be a special target group. There is also the possibility of tailoring the workshop to guests' interests and cooking skills.

WHAT IS NEEDED FOR THE PRODUCT



- A physical place for cooking (e.g. the host's home, a community house, or a cooking studio). However, this activity can also be organised to take place online
- Ingredients to cook with. You can choose to inform the guests beforehand, or keep them as a secret until the event starts
- Oral and/or written, interactive instructions
- Oral and/or written information, for example in the form of a menu, on recipes, and the origin of ingredients or dishes
- Stories that enhance the guests' understanding about the role of the ingredients and the dish in the host culture. These stories can create a connection between nature and culture, the past and the present
- Set-up for enjoying the cooked dishes together; for instance, set the table in the host's cultural and/or personal style. Share stories about the dishes and decoration on the table

EXTRA SERVICES



- Possibility of contacting the host before and after the workshop
- Possibility of including a package with souvenirs from the cooking workshop. For instance, a menu, recipes, a description of the ingredients and dishes' origin, and other interesting details
- Possibility of making the workshop suitable for families with children/children only, with suitable guidance.
- Information about history and contemporary use of the ingredients or dishes
- Possibility of gathering some of the ingredients together with the host from the garden, forest, the local market, or the neighbour's farm. Pick berries, fruit, and mushrooms together. There is also the possibility of fishing or hunting together in a responsible manner

TO BEAR IN MIND



- Remember to share stories and information that you might take for granted
- Ask carefully about special diets and allergies
- Physical cooking: national regulations concerning the provision of commercial food services
- Online cooking: you can send the participants a groceries' list and/or consider sending, for instance, local spices with menu. Remember to check the regulations for packaging, posting, and customs
- Plan how much the guests can interact with each other
- Plan how you create a connection between you and the guests
- Ask for permission to share images on social media
- Ask guests to send reviews

EXAMPLES OF MARKETING CHANNELS



- Webpage
- Social media pages
- Intermediaries (e.g. Airbnb, Doerz, tour operators, travel agencies, hotels, tourist information offices, destination marketing organisations)

INSPIRATION



- [Geunja the Sámi Ecolodge, Vindelfjällen Ammarnäs, Sweden](#)