

FOOD AS A PART OF EVENTS

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APPLIED SCIENCES
PROJECT KALITKA CONFERENCE: FOOD
TOURISM – A TASTEFUL JOURNEY

KARELIA

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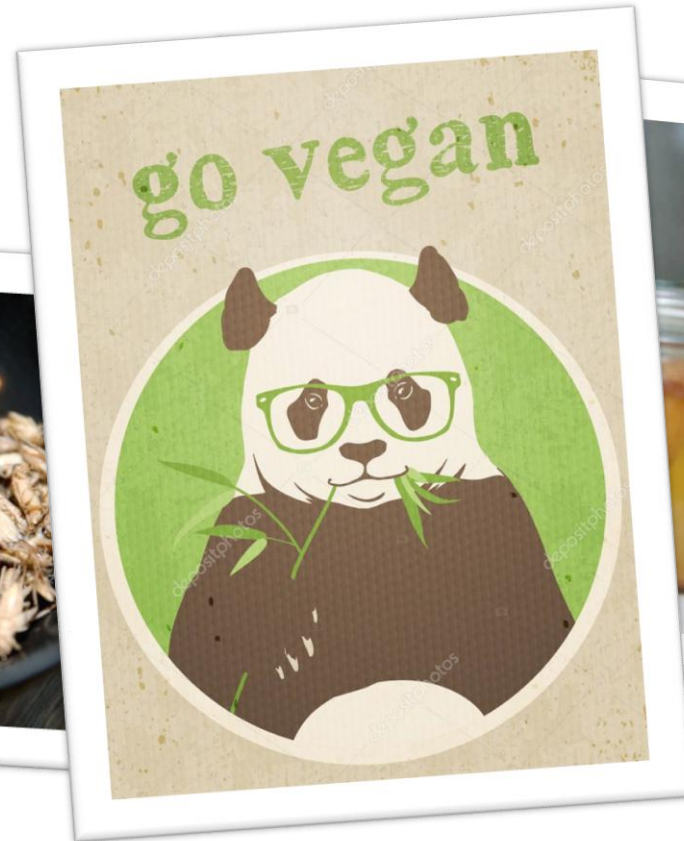
“FOOD IS MORE THAN WAY TO SATISFY HUNGER”

The popularity of food has increased during the last years

Food has become a trend.

Various food trends:

- Close produced food
- Local food
- Craft beers
- Vegan food
- Baking
- Insect food
- Raw food / uncooked food
- Fermented food
- Country or culture based trends



FOOD SERVICES IN ILOSAARIROCK FESTIVAL

Ilosaarirock Festival in Joensuu

Founded in 1971

3 days – 65 000 guests in 2018 (18000 – 22 000 per day)

Average age on guests 24 years

24 food vendor

13 recycling points

“Food vendors are recommended to offer at least one vegetarian.”

“Food stalls that cater to meatlovers, vegetarians and vegans alike, not forgetting special dietary requirements.” (Ilosaarirock.fi)



GUESTS EXPECTATIONS ABOUT FESTIVAL FOOD?

“There should be enough options.”

”Fast to get, easy to eat.”

“Environmentally friendly”

“I’m curious to try something new”

“Something else than pizza or fries.

“Place for eating should be peaceful

“The look of food stall matters”

(Comments from Ilosaarirock customer surveys from 2016 to



HINTS FOR THE ENTREPRENEURS

“Find out the events most likely target customer group”

“Ask feedback about your food”

“Think about the size of your portions”

“Take weather into account”

“HYGIENE”

“Don't forget the drinks”

“Waste management is part of your public image”

“Events are possibility for new promotions”



Спасибо - Thank you - Kiitos

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