

MEET WITH THE LOCALS



Maria Turell Guix
Odeta Kulikauskaitė
Ingrida Kariniauskaitė
Juan Idzikowski
Marina Pérez Tomás

CONTENTS

Introduction.....	Page 3-4
Operating Environment of Tornio River Valley.....	Page 4-5
Target market(s) and/or customer group(s)	Page 5-6
Tourism Product or Service Concept “Pay as You Go!”	Page 6-12
Sustainable Pricing.....	Page 12-13
Marketing communication and distribution.....	Page 14
Realisation of the “ Pay as You Go!” Product Concept	Page 15-16
<i>Conclusion</i>	Page 17
<i>Bibliography</i>	Page 18
<i>Appendix</i>	Page 19-22

- Introduction

The Tornio Valley is located at the border of Finland and Sweden. The name is given because of the Tornio River and the municipalities that compose the territory are Tornio, Yli-Ikari, Pello, Kolari, Muonio and Enontekiö (Finland) and Haparanda, Övertorneå, Pajala, Gällivare and Kiruna (Sweden). The cultural environment of the region is characterized by fishing, reindeer farming and agriculture. The area was one of the oldest inhabited of the northern Finland and was the perfect zone to make explorations. .

In 1736, the French Royal Academy of Sciences sent one expedition in Tornio Valley to prove the theory that the earth was flattened at the poles. The leader of the expedition was the astronomer, mathematician and physicist Pierre-Louis Moreau de Maupertuis. The famous Swedish physicist called Anders Celsius took also part in the project and showed to Maupertuis lots of things of how to survive in the northern areas. There were other participants like Camus, Le Monnier, Clairaut and the local astronomer Anders Hellant from Tornio.

Tornio and the Tornio river were one of the most important measurement points of the exploration. During the expedition, he interacted with locals and had to wear their traditional clothes to protect him of the weather conditions. From that moment, the higher society of Central Europe became interested in the northern countries and some did travels in there experiencing the "doceur de vivre" (sweetness of life).

After the measurements, the results were published in the french book "La Figure de la Terre" (Paris 1738), the english version "The Figure of the Earth" (London 1738) and Leipzig (1742) in latin. Réginald Outhier published "Journal d'un voyage au nord, en 1736. & 1737" in Paris.

Commissioner (name, title of the commission)!

The company *Behind Maupertuis* pretend to offer some traditional activities of Tornio Valley getting an interaction between locals and tourists. Of this way, locals will be the guides and will explain everything about Maupertuis and share the real experience with the clients.

The goals are:

- Try to increase customers flow in low seasons.
- Have a good relation between locals, tourist and the company.
- Provide jobs to locals.
- Protect the heritage and nature.

The objectives are:

- Integrate the population
- Increase local incomes
- Show and preserve the traditions and culture of the area
- Become unseasonal

- Operating Environment of Tornio River Valley

Tornio and the Tornio-Happeranda area is not an environment focused in international activities. Most of the trends, connections, communications, companies, economy and summarizing, possible impacts in our product concept are at a national and local (most of them) level.

Thanks to its accessibility by both water and land, the Tornio River Valley became a central Lapland travel destination centuries ago. The golden era of Aavasaksa tourism was between the 50's and the 60's, during which travelers often arrived by rail as well. The area started to get his fame after the exploration of the area by the French scientist Pierre Louis Maupertuis. Apart of his experiments trying to prove that the earth was not perfectly round, he described in his books and diaries the gorgeous landscapes and nature of the Tornio River Valley, as well as the lives of the locals.

After the Second World War, Tornio were luckily not destroyed by the german army, which gave it the chance of grow at a different and faster level than other cities in Lappish region. So, after the war, Tornio became one of the most important job and employment centers of the country, developing huge projects as the Lapin Kulta brewery (closed in 2010) and the Outokumpu steel mill, which are still working. Nowadays, tourism has become a huge growing industry.

The border of the city of Tornio (and the close area of the valley) with Sweden, have an special impact on the local tourism based industry, and have as well an important influence in the international tourism.

One of the most important things of the area is filled by the Kukkolankoski river, which has the largest and best known rapids of Finland and the biggest free flowing falls. Those rapids are exploited by several safari companies, being **Nordic Safaris** one of the most important here.

The average traveler of the area use to spend a day or two maximum doing adventure activities and used to go back to the city for overnight. Products offered by the local

companies are popular with foreigners and Finns alike. Some come with groups of friends, families and much of them as single travelers, others as corporate guests (enjoying an incentive trip).

Apart of that travelers group, we can assume that there is another group composed by *visitors*. One day travelers who are attracted by the shopping opportunities the area offers (as IKEA shopping center) and may want to do an small tourism activity which doesn't need a whole day to be performed (like the rapids or long safari offers). This kind of traveler is a huge opportunity to the kind of product our project is developing.

Following with the trendies in Tornio River Valley, the area is a well known place and a focus of handicraft and arts and crafts core. The silver crafts, jewelry and wood crafts have been famous in the area for a long time, which mean that we won't have big issues to find inhabitants with craftsmanship skills for our project.

Summarizing, we can see different acts and ways of acting based in the Tornio River Valley area. We can split them in the next below:

- Travelers: Interested in safaris and adventure activities. Spending one to two nights (weekends, usually). International and local tourism. Small to big groups.
- Visitors: Interested in shopping and small cultural and touristic activities. Spending one day (usually not overnight). Local and national based tourism.

Most of the touristic companies are private. We can find a Martha Organization building in the city of Tornio (Marttaliitto) which provides social help and courses for the locals. They have a kitchen and various kind of rooms that can be used for our activities for a small fee of use.

- Target market(s) and/or customer group(s)

Meet with the locals is a company that sell one of the most traditional activities, cooking rye bread. We offer this legendary activity for those tourists who are interested with the cultural and legendary activities.

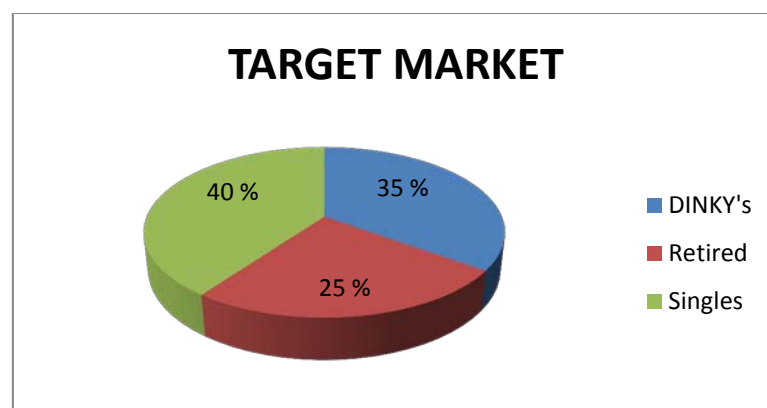
The area of Maupertuis show the authenticity and the originality of Lapland culture, for this reason, we thought that make our activities in this zone should be a great idea to show the tourist the real Lapland, the real river, the real Maupertuis.

Behind Maupertuis focus their product to the below customers groups:

- Singles: Couples without children, around 25-40 years old, their economical capacity is good, they are people with studies, for this reason they have this urge to travel, to know new cultures and to do new activities.

- Retired: Marriage seniors wanting to experience and see new places. It is ideal this type of public as we offer flexible activities that they adapt of their necessities. This type of customer looks personalized products and quality. They often hire online tourism services and they use to travel through clubs. They prefer to travel in low season, avoiding the crowds. This kind of client can help us in the low season for the unseasonal.

- DINKY's: Couples without children, around 25-35 years old, with double incomes. This is a new social group increasing. As they have two incomes and they only are two in the family, they have a high economic status for spend the money in whatever they want. This kind of customer travels a 78% more than traditional families. They want an experience trip with pleasure and culture.



- Tourism Product or Service Concept "Pay as You Go!"

o **Owner of the product concept:** This product is based as a side product of an existing company. We are developing the idea based in being part of the offer of a safari company.

Our main idea is to develop the product from the basis, offering a fixed service for the company interested on us. What we are selling is the platform, the guidelines and the knowhow as a side product of a company. For this example, we thing relevant to say that we are a part of the offer of **Nordic Safaris**, creating a cooperative society, where the duties and the control of it, are managed at the same time by the safari company and the workforce (local guides).

As a cooperative society we could work together with other companies than safari companies. As we said, we could be part of the Martta association in Tornio city, offering with them a **cooperative tourism project**, involving the use of their equipment (i.e. the kitchen) and their personal inside, sharing the income and paying a rent for the kitchen and giving our five (5%) percent of our total income for their community activities.

As we could be working with Martta society, we could contact with the rest of the small villages and towns along and around the Tornio River Valley, working with the village houses as a cooperative society, creating different *hotspots* where we can develop the product and the activity, and creating a huge net of local guides and different possibilities of enjoy the same experience anywhere as a tourist (so you shouldn't go to Tornio city if you are staying in Pello, as an example).

Summarizing, the main idea of the project is to work as a **cooperative society** in touch with different companies (private and public) offering a huge net and portfolio of different guides along the valley.

- o **The Operating Environment:** Main operating environment will be the Tornio River Valley and surroundings. We will not focus just in Tornio city, and we are creating this project taking in mind the rest of the villages and the full opportunities this environment can bring to us (as the different village houses in the small towns, the forests cottages and shelters and the safari companies which has their own buildings and equipment).

As this environment has been an important core of history, in Finnish culture and world history (Maupertuis expedition), we expect to find a big local guide workforce with roots and knowledge of the area. As we know the fact that, in the area, most of the habitants (outside of Tornio city) are elderly people, we expect the chance of finding people with no big languages skills apart of Finnish/Swedish and English. This issue could be fixed with with trained guides who fulfill our standards.

- o **Customer Value:** This new touristic offer have been thought as kind of a social project and a touristic product at the same time.

The main point and the most important key of the project is to approach the locals and the local lifestyle in relation with Maupertuis history and background creating a new kind of product for the customer, where he can find the satisfaction of *giving* something to the community and, at the same time, learn and enjoy the authentic and genuine local lifestyle and become a part of the History while feeling the same feelings Maupertuis explorers felt around 300 years ago.

Every country has an authentic (specific) cultural heritage, which always represents it in different ways. The purpose of our service development is to show people who are interested in not just knowing but also feeling the real authenticity of province in Finland - Tornio.

The tourists will feel more close to the country and the culture through the experience. This experience will give to the tourists special and authentic memory from their stay(ing) in local environment with local people and it will be unique adventure they will bring in their home country and also the knowledge about the big meaning of this small town.

Therefore, trying to transmit this acquaintance to their close circle of family and friends. This is the point of our service to create an authentic memory to the tourists in Finland they will never forget. They will transmit through the experience they got to other people who will feel curious about the country and the culture. Potential tourist with a high motivation and wish of new experiences in their live.

Furthermore, the cultural heritage will be shown through this activity, because it is the best representation in Tornio of local people lifestyle.

RYE BREAD

Many countries have their own traditional, real and typical bread. It is a part of country's heritage which is valued like very important in every culture. In Finland, the most popular type of bread is dark and called rye bread. For some people is very untypical, so it could be very interesting and exciting to see and to try by their own the process of making fresh traditional bread of Finland. This is the way to let people to feel and know more than just a name or taste of bread. This activity is created for people who love the food and experiencing different kinds of smells and tastes. It's like a story about the heritage and real local cuisine of this country.

Moreover, it's not just acquaintance with unfamiliar cuisine but also knowing how to bake the bread in old traditional ways which were used before many years. Including Maupertui story it will be also memorable experience for tourists to go back in time and see as well as hear how French traveller tried to get used to this bread which is unusual for his own cuisine.

Furthermore, there is known that some people do not even tried to produce their country's traditional bread, so it could be also very useful way to feel the impact of other culture to your own. As well as it would be great to share the international experience between different cuisines.



Another aspect which makes this activity more special is an opportunity to feel the original lifestyle and culture of local people. As well as locals ability to share their feelings and experience of their personal life by showing with emotion the way they did it. This would be able due to that activity will be guided by locals what will help to reveal the meaning of old-fashioned cooking in real and casual point of view.

This activity will take 4 hours of the whole process including the cooking time and coffee break. During activity the customers will be able also to make the homemade and traditional finnish dish while waiting the dough for the bread baking would be ready.

Besides, in the beginning there will be a presentation about the different types of bread and explanation why especially rye bread is so popular in Finland. Further, the tourists will be introduced to the production process and the necessary ingredients needed to this bread. As was mentioned before, it takes a lot of time for dough to get ready for cooking, so, tourists will be teached another traditional home cooking food as butter and lingonberry pies. Furthermore, butter will be made by old-fashioned way and using typical tools for preparing. And despite the fact, that pies can be made with a lot of different kind of filling, we will suggest to taste the flavour of lingonberries. We have chosen these berries, because there is connection with Maupertuis, which had the experience tasting it. Even though at first lingonberries were not his favourite, we want to suggest for tourists to try and evaluate the taste by themselves as well as having opportunity to experience the same like Maupertuis.

After these small activities and coffee break during the time needed for the dough preparation, every person will have a chance to create the form of its own, because rye bread can be done in the few different ways – one could be round with the hole inside and another one as usual - round shape.

By the way, there could be also one other option given - to bake barley bread in open fire, which was more common in 18th century.

Finally, all of the people will be having a nice gathering after all hard work and could taste the newly-baked and warm bread. Moreover, there will be also prepared small loafs of the same dough to take for everyone on purpose to remember having unforgettable adventure in baking experience.

This acitivity could be organized independent of the season also. Furthermore, it is suitable for everyone as a result of not being dangerous and keeping the safety of entire process time.



CRAFTS

Traditional Finnish handmade cups – Kuksa are one of the most authentic and most popular souvenirs for tourists. The reason is that Finland can boast its richness of nature heritage. As well as this unique cup demonstrates the connection with people, what makes it even more specific.

We want to include this activity to create the possibility for tourists not only to buy and get to know with these traditional cups as it would be ordinary for every person, but also to feel closer with handicrafts and make by their own hands a unique and exclusive kuksa.

Another aspect which makes this activity more special is an opportunity to feel the original lifestyle and culture of local people. As well as locals ability to share their feelings and experience of their personal life by showing with emotion the way they did it. This would be able due to that activity will be guided by locals what will help to reveal the meaning of handicrafts in real and casual point of view.

First of all, describing the process of activity it will take three hours. In the beginning the local guide will tell the whole story of these cups origin and significance.

Next step will include the introduction to needed tools and instructions how to use it for this activity. Later, the tourists will get the prepared piece of wood from which they would be making the cup. During the process there will be a coffee break and visitors will be able to have a conversation with locals about Tornio town and its meaningful story of Maupertuis.

After the break the cups will be finished by creating its unique shape of each tourist need. This activity is not dependent on the weather and other environmental factors, so it has an advantage of seasonality.

Our main requirements for the product are:

- Safety (Both activities are seen as safe because the whole process will be organized and carried out with guides. It will be situated on small groups, so guides will be able to care every person. Moreover, activities will be held in places, which can ensure the safety and also there will be included simple tools which can not cause a lot of danger while using.)
- Quality (The activities will be led by trained guides and oriented on small groups. Moreover, the guides will be local people which means that specific of the activities will be expressed by even more realistic manner. Local guides will be introduced with Maupertuis story deeply, thus to ensure that they would be able to present the story and the Maupertuis meaning for Tornio River's Valley

significantly. For these reasons, it will be easier to show the heritage of Finland in qualitatively way.)

- Sustainability (The local people will be seen as most important, so the proud of heritage will be also kept like the main aspect in these activities. Additionally, due to harmless effect of activities the environment will be taken in care as well.)
- Languages (The requirements of language for local people would be English as a result of most common used language in the world. Also, for extra fee there will be suggested an additional guide (interpreter) services for non – english speaking tourists.)

Analysing our product developed in the Maupertius area, first of all, we want to say the the product will represent the traditional activities in the different ways and by giving a deeper meaning.

It will include not only local people stories about Tornio River Valley or lifestyle and heritage, but also exclusive story about Maupertui. Accordingly to this making the history of Tornio become more authentic. Many tourists who come in Finland have an opportunity to taste the traditional finnish bread or to buy souvenirs, but there is not big variety of activities, where people can cook or create it by themselves/their own hands.

Furthermore, not in every place people could have a possibility to learn and experience the authentic culture from people whom these kind of activities are casual and seen just as a part of their lifestyle. Nevertheless, the most important thing in this product will be to transmit the spirit of Maupertuis by connecting people to the meaningful story.

Our project pursue to tell the story of Maupertuis through experiencing the activity related to traditions, culture and lifestyle combination. It is important, because Maupertus story is one of the specific subject matter that makes the Tornio town more interesting.

The elements included in product development process helps to impart more the idea of the product. Maupertuis meaning will be mentioned in our advertisements about activity, which will be disseminated through distributional channels for people. In this way creating the people interest and attracting more clients for us as well as spreading the meaning of Maupertuis in the wider audience. Such product presentation is the correct way to achieve a successful outcome for both sides - increased people's interest and benefit to us, because the product distinguish the uniqueness.

If there would be more activities developed familiar to bread baking in order to tell the Maupertuis story, it would be useful and succesful way to keep the story alive and spread the interest to future generations.

- Sustainable Pricing

Pricing the FIT product - Meet with the locals (Behind Maupertuis)

Product cost		Price per person
Amount customers	4	
Employee cost with VAT 24%		
Guides	1	
Working hours	4	
Salary per hour	10,5	
Indirect employee costs	1,4	
Sub-total	58,8	14,7
Restaurant services per person VAT 14%		
Drinks (coffe, tea)	1	
Food	0,78	
Sub-total	7,11	1,78
TOTAL COST PRICE	65,91	16,48

VAT and Contribution margin	
Gross price per person	38
Amount adults	4
Gross price total	152
VAT from gross price	
VAT 24%	
<i>multiplier</i>	0,19354839
VAT 14%	
<i>multiplier</i>	0,12280702

VAT and contribution margin when
comission given from gross price

Gross price total	152		
Contribution after comission			
Comission (%)	5%	10%	15%
Euros (€)	7,6	15,2	22,8
Comission VAT 24 %	1,47	2,94	4,41
Net sales with VAT	142,93	133,86	124,79
	24%	24,68	23,11
	14%	1,89	1,77
Sales without VAT	116,36	108,97	101,59
Cost price	65,91	65,91	65,91
Contribution margin			
€	50,44	43,06	35,67
%	43%	40%	35%
Gross price with VAT and comission	38	38	38

- Counting Gross Price:

Here you can calculate products price with commission by using contribution margin aim % and commission. You can use the figures with yellow base. Note that when calculating cost price note the different VAT's and costs....

Gross price		49,97	
comission	15%	7,50	
VAT	24%	1,80	
Net price		40,67	
+ VAT	24%	7,51	
+ VAT	14%	0,23	
Price without VAT		32,94	100%
Price without VAT	24%	31,28	
Price without VAT	14%	1,66	
Cost price total		15,48	
cost price	24%	14,70	
cost price	14%	0,78	
Contribution margin		17,46	53%

- Marketing communication and distribution

As we said before, our customer group are singles, retired and DINKY. The main characteristic that all of these groups have is that they are people with studies and with a good economical situation.

We have decided that our principal distribution channel is our own website. As many of our customers' live alone, they don't have children or they don't have a job, they must spend time online, searching new activities, new travels, and new experiences to live.

We can say that in our website we will sell our product directly, without complications or difficulties. Thus, the client has the opportunity not only to buy the service if not to know more about who we are, about our activities and everything related with the story of Maupertuis.

Meet with the local has the office near the local where we make the activity, so in the office customer can also buy our services. We think that having a real place where customers and company can talk and interactive is very important. Currently, many companies only have website, and this fact don't like a lot of people. Moreover, one of our group targets is retired, we have to think that they don't use internet, so if we want to capture the attention of all of our customers groups we have to consider all of them.

Another distribution channel used in our company is the tourist information point of the area. Usually, that establishment is located in the city centre, in the main street. In there, you can get all the important knowledge about the country and city as the main streets, the principal museums, restaurants, hotels, parks...

One more distribution channel that we are using is the tour operator. We decided that our activity, a part from selling products by internet and directly in our office, we are also supported by some tour operators of the area. Our company have allocated a 10% of our profit for that tour operator as travel agencies, online agencies and lodgement places as hotels, hostels and others.

As in our firm we want to involve the local community, not only producing jobs or attracting tourist in the city, we think that a 5% of our benefits should be set aside for them. We want to contribute to the local organizations, to try to make grow the area, that all locals can be involved in the projects, helping to finance Sustainable projects, etc.

- Realisation of the “ Pay as You Go!” Product Concept

“Get with us, get with Maupertuis!” Product Concept

“Get with us, get with Maupertuis!”. On the one hand, we have chosen this slogan because we want tourists to take part of the place where they are doing the activity. We want them to feel the real story of Maupertuis and share all knowledge. On the other hand, our aim is to integrate the local community in the project because they have a lot to say and thanks to them the project makes sense.

The activity that we explain as an example of the kind of services that we offer is about cooking Rye Bread. In this case, there are some resources that shape and allow the existence of the product.

The main resources of Rye Bread activity are the ingredients to make the receipt. A part from the typical bread, the participants will also cook butter, sour milk and lingonberry pies so we will provide them with the necessary ingredients like: butter, cream, rye flour, water and salt.

The tools are another important resource and we don't need many because we will not cook industrial portions if not individual ones and we will try to cook them in the most typical way (with no lots of machines). Even though, having a good oven is essential to get the ideal bread.

The local is indispensable because the activity has to be done indoor. The location of this one is very important in order to be good communicated and easy to find. The size of this hasn't to be really big (one toilet, some tables, chairs and shelves are required to be in). The temperature and the ambient of this one is very important to make feel comfortable the tourists and also the local guide. We will try to get that this one is being the most cosy possible.

The guide will be one local that will explain the tourists all the needed information and will answer all the possible questions. This, will also help the temporary cookers to prepare all the receipts and will talk about curiosities and characteristics about the traditional ingredients.

Another activity that we offer is the Handicrafts, the most important thing is having the specific wood. This pieces of furniture are the main resource because are the activity itself. Tourists are curious to manage and shape the piece of wood and make the handicrafts in the most similar way the inhabitants did it before. The local, as well as in Rye Bread activity, is indispensable and has to have more or less the same characteristics in order to be suitable and useful.

In both activities, we don't need a big amount of resources and they are not expensive, so we don't have to spend a lot of money.

To realise the product concept, we need to consider some issues. There are some requisites that have to be accomplished to provide the best service to our clients as for example the Service environment and a fair deal with the local community.

In terms of limitations, we don't have to worry about the weather because both activities are indoor so they can be done without having to take in count the outside temperatures. The transportation of the tourists' cars is the only point that can be affected by the weather conditions, due to of the state of the paths or railways. The size of the groups is limited because are activities to do with a few group of people and with one guide. We provide them a special and close service avoiding above all mass tourism.

To get the best quality, the guides should speak at least English to communicate with the tourists. We think that training the local guides is necessary and give us the choice to do things in the best way possible. We will show the way they have to treat and deal with clients and to try to get the most of every participant having a good relation. We want our clients to feel the experience and to ask many questions and be really involved with the real story of Maupertuis.

Talking about safety issues, we will also have to teach the guides to control the situations and provide them with the necessary tools to manage in a good way all the processes of coking or making handicrafts to get the expected results. We will provide our clients with the necessary clothes and utensils to make sure they can't hurt themselves.

- Conclusions

After making the project, we have realized that Tornio Valley has enough resources to become an interesting destination point. When beginning a new project, we have to take into account all the aspects that are in there. So, this time, we have had the chance to consider all of them.

We have put a lot of emphasis in the history of Maupertuis. We think that the historical knowledge has to be preserved and we have to learn about it. In our society, people more and more are losing their traditions and values and reviving them is indispensable.

Therefore, we have connected the history of the zone through cooking food that the ancient inhabitants ate to survive in those difficult periods. We relate the knowledge of the past with the activity to involve and get people know their fascinating culture.

In “Meet with the locals” project we want the local community to be involved in our project because they are essential. Of this way, the project is more value and different from others because includes all these people.

We have developed a sustainable project because it contributes to conserve the environment and don't construct more infrastructures that the ones that already exist.

The project is not expensive because we don't need a big amount of resources and the ones we need we can reach them easily.

Developing “Meet the locals” in this territory is a good way to show to everybody that the border line between Sweden and Finland is not so wide. They have the same culture and they are really proud of all this. We are sure that they would be glad to take part of our project.

- Bibliography

Giampiccoli, Andrea – Hayward, Janet. 26 DECEMBER 2012 “Culture, Agriculture, Food and Environment” Volume 34, Issue 2. Pages 101-123
<http://onlinelibrary.wiley.com/doi/10.1111/j.2153-9561.2012.01071.x/abstract>

Berg, Wolfgang – 2011. Transcultural areas. – Down by the Riverside. Pages 87 – 95. CrossCulture - University of Applied Sciences Merseburg.

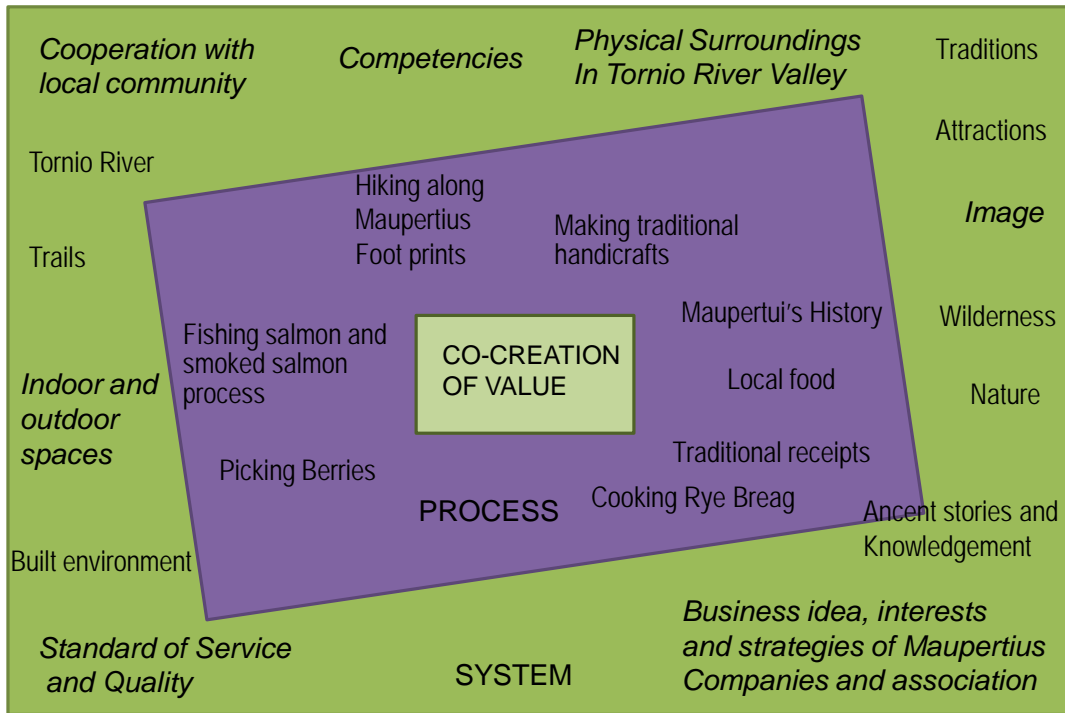
Pierre Louis Maupertuis – Wikipedia – March 2014.
http://en.wikipedia.org/wiki/Pierre_Louis_Maupertuis

Prokkola, Eeva-Kaisa (2008). Resources and barriers in tourism development: cross-border cooperation, regionalization and destination building at the Finnish-Swedish border. Fennia 186: 1, pp. 31–46. Helsinki. ISSN 0015-0010.

Salazar, Noel – JULY 2005 – Annals of Tourism Research. Volume 32. Issue 3. Tourism and glocalization “Local” Tour Guiding. Pages 628 – 646.

- Appendix

Customer-oriented product:



Blueprint:

Concrete Elements (Tangible touch points)	THE LOCAL COTTAGE						
Customer Process/Journey	Arrival to the local cottage	Getting know the Maupertuis through local cuisine	“Let’s start to cook!”	Cooking other traditional dishes + Coffee break	Creating own bread	Tasting homemade food	Leaving the local cottage
Visible Service Process and Person responsible	Welcoming ceremony The local guide	Presentation about Maupertuis and Finnish bread The local guide	Teaching the dough preparation The local guide	Showing old-fashioned ways of traditional cooking The local guide	Teaching how to create a bread for the baking The local guide	Delivering the meals The local guide	Farewell ceremony The local guide
Invisible Service Process and Person responsible		Preparing the place (ingredients, tools)	Rehearsing the	Rehearsing the stories	Preparing the tools for making and rehearsing the explanation	Preparing the table	Preparing the small loaves for taking away
Time-table (duration)	10 min 10:00	20 min 10:20	30 min 10:50	80 min (60 min-cooking, 20min-coffee break) 12:10	60 min 13:10	40 min 13:50	10 min 14:00

- Portion Card:

Portion Card								
You may change the yellow units						13,15789		
ryebread, sour milk, butter, lingonberry pasties/pies								
Name of the meal portion						Name of the person responsible		
Amount bought	Amount used	Ingredients	Unit kg/l	Weight loss %	Purchase price € excl. VAT	Price for used ingredients €	Price for used ingredients per number of portions €	
1,000	1,000	milk			1,14	1,14	1,14	
0,500	0,150	sour milk			0,70	0,70	0,11	
1,000	0,300	rye flour			1,58	1,58	0,47	
0,750	0,010	salt			0,33	0,33	0,003	
1,000	0,250	water			0,37	0,37	0,09	
0,400	0,400	lingonberries			2,62	2,62	1,05	
0,250	0,250	cream			0,98	0,98	0,25	
0,056	0,003	yeast			1,40	1,40	0,004	
		10 g = 1 tablespoon						
		100g= 1 dl liquid						
		65 g= 1 dl flour						
	2,363				Cost price for ingredients		3,11	
					Costs per kilo		1,32	
Total amount of used ingredients kg / l								
Kg	2,363				Menu list price does not usually include commission -			
					Menu list price (net price)	114%	4,44	
					- VAT	14%	0,54	
					= Price excl. VAT	100%	3,89	
					./. Cost price for ingredients	20%	0,78	
					= Contribution margin	80%	3,11	
Size of Portion								
Kg	0,591							
Number of Portions	4	kpl						

Traditional Rye Bread!



Funny and tasteful!

Grab our hand and come with us travelling to the past and prepare a traditional Finnish food as the Maupertuis expeditioners did before!

Being a part of the Finnish culture heritage, Rye bread and sour milk have been part of the Finns lifestyle by generations, being a way to survive during the long and cold winters, by hunters, reindeer farmers, travelers and explorers.

Our rye bread cooking experience take you to a peaceful fireplace surrounded by nature guided by a local inhabitant. In a breathtaking scenario is time to get your hands dirty, relax and enjoy the delicious smell of the homemade fresh bread.

Get started...

This experience will take four hours. You will start meeting your local guide at Martha's association building or in the fireplace, where everything will be ready to start cooking and have fun. Our local guide will explain you every single step to prepare a perfect dough of tasteful rye bread while will tell you the secret stories about the Maupertuis expedition and the measurements of the Earth and the local heritage of the area. While the rye dough is being cooking, you will have time to prepare your own butter in the really traditional way and some delicious and traditional lingonberry pies, to, finally, have and taste a wonderful Finnish alike food accompanied with typical soured milk and coffee or tea.

Our activities have been thought for any group size, from small and single travelers to big school or tour groups. In each case, everything is accessible and easily findable. If you are not English or Finnish speaker, we have special interpreters for your needs!

- Duration: 4 hours.
- Language: English & Finnish (others, by request).
- Food included: Rye Bread, soured milk, lingonberry pies, butter, coffee & tea.
- Transfer service: By request.
- Available in: Every season.

PRICE

38 €/pax

*LET'S FIND WITH US
THE GENUINE TASTE
OF FINNISH
LAPLAND!*

