

Hello  
Japan!

*from*

NORTH KARELIA



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# The magic of the North Karelia

Far North, in the happiest country in the world, there's a region resting in the palms of endless forests, hugged by a stream of a thousand lakes. Just imagine if a spruce forest started from your own yard? Or if you could pick the superfoods to your morning porridge from the nearby woods?

In North Karelia the food industry's success is based on pure, high-quality raw materials from farms, forests and lakes of the region. The region is both a top producer of raw materials and top processor on a national scale. Authentic North Karelian flavours are conquering the world in the form of porcini mushrooms, berries and sauce bases, among others.

North Karelia is famous for its unique culture, food traditions and magnificent nature attractions. Here, people live in harmony with nature, in the rhythm of

the four seasons where a snowy winter is guaranteed every year. We're the leaders in flexible work and have one of the best educational systems in the world. We host a pioneering business ecosystem focused on world-class research and top-notch technology.

Some call it passion, some call it madness, we just call it being North Karelian. We're a tribe of the most honest people you'll ever meet. At home in our perfect, arctic paradise. We fall in love with this special place every day – and we can't wait for you to fall in love with it too.

North Karelia!  
You're welcome

**Markus Hirvonen**  
Region Mayor, North Karelia



[aitojamakuja.fi](http://aitojamakuja.fi) / Julia Kivelä

## *A culinary symphony!*

In Finland's North Karelia, I discovered a culinary symphony of succulent wild edibles, herbs, berries, mushrooms and more, all freshly plucked from the moss-carpeted forest and sparkling clear water. Generous local people invited me to amazing feasts which I call 'Forest-to-Table.'

I am delighted to know that people in Japan will be able to taste the treasures from the North Karelian nature with much of their flavors and nutrients intact.

Please enjoy!

Naomi Moriyama

Co-author of *"The Sisterhood of the Enchanted Forest: Sustenance, Wisdom, and Awakening in Finland's Karelia"*

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[www.naomimoriyama.com](http://www.naomimoriyama.com)

[www.amazon.com/dp/1643136461](http://www.amazon.com/dp/1643136461)



# Natural products



NORDIC KOIVU

## **NORDIC KOIVU LTD**

Manufacturer of the world's highest quality organic birch sap as a raw material for the beverage and food industry.

We produce high-quality birch sap products with our own and private label packaging from 100% traceable ecological organic birch sap.

We can produce organic birch sap-based raw materials for you on an industrial scale all year round, or ready-made commercial product series with the customer's own recipe.

### **Industrial products:**

Bag in box 250 l and 1000 l, aseptically packed organic birch sap

### **Consumer products:**

Glass bottle 500 ml organic birch sap, Nord drinks product series Tetra Pak; Antioxidant blueberry, Sport lingonberry cranberry and Natural organic birch sap

### **Private label products:**

Tetra pak packaging, 3-10 l bag in box products, glass bottle 500 ml with customer's label

### **Contact:**

Mr. Vesa Korhonen  
vesa.korhonen@nordickoivu.com  
+358 40 019 9364

[www.nordickoivu.com](http://www.nordickoivu.com)



### **NARSKUTTELU LTD**

Family business Narskuttelu Ltd was founded in 2017. The company manufactures xylitol products in Kitee, Finland. Production of xylitol-pastilles started in 2017 and own birch sap - xylitol toothpaste production in 2018.

#### **Products:**

Xylitol pastilles, Xylitol toothpaste and xylitol lollipops. Dry mouth products, Xylitol mouthwash and disclosing tablets and Xylitol pastilles with your own brand

#### **Contact:**

Mr. Pekka Hoppu  
pekka@narskutteluoy.fi  
[www.dentalxylitol.com](http://www.dentalxylitol.com)

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### **NYRIKKI FOREST SERVICES LTD**

Nyyrikki Forest Services Ltd brings innovative, functional, sustainable, scientifically validated natural food ingredients made from Arctic mushrooms such as Chaga and Reishi. Company is established by highly esteemed researchers on fungi and their bioactive compounds – this ensures that products are of highest quality.

#### **Products:**

Arctic Chaga extract, Arctic Reishi extract

#### **Contact:**

Dr. Henri Vanhanen  
info@nyyrikinmetsa.fi  
[www.nyyrikinmetsa.fi](http://www.nyyrikinmetsa.fi)

## **Metsämesi**

### **METSÄMESI**

Metsämesi is a family business and farm that specializes in high quality organic beekeeping and producing natural products. Our company and farm are in sparsely populated area in North Karelia, where pure nature and forested wilderness create good conditions for clean and unique organic production. Our company started at the end of the 70s. Passion to work with nature continues in the second generation.

#### **Products:**

Organic honey, honey products, e.g., honey with strawberry and spruce sprouts, single flower honeys, e.g., buckwheat-, heather- and dandelion honey. Pollen, propolis and beeswax. All our products are organically produced.

#### **Contact:**

Mr. Harri Tervonen  
+358 50 307 0912  
info@metsamesi.fi  
[www.metsamesi.fi](http://www.metsamesi.fi)

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## **MESIS**

— Healthy Longevity —

### **TAIGAHONEY LTD**

Taiga Honey makes luxurious & healthy honey based, herbal infusions for drinks. We also design and produce beehives and accessories for home gardens.

#### **Products:**

Chaga Infusion, Pinetar Infusion, Ginger Infusion, Blueberry Infusion

#### **Contact:**

Mr. Jussi Taipale  
+358 50 534 0996  
info@taigahoney.fi  
[www.mesis.fi](http://www.mesis.fi)



### **DALLA VALLE LTD**

Dalla Valle Oy is a family business that processes and sells Finnish forest mushrooms and berries. The company is Finland's largest mushroom distributor and is well known in Europe for its porcini products. High quality is guaranteed by pure Finnish nature, fresh products, and high-quality and expert processing.

#### **Products:**

Fresh and frozen forest mushrooms (porcini, chanterelle, funnel chanterelle, black chanterelle, and milk-caps) and forest berries (bilberry, lingonberry, cloudberry, and cranberry)

#### **Contact:**

Mr. Loreno Dalla Valle  
+358 50 029 7811  
sales@dallavalle.fi  
[www.dallavalle.fi/en/](http://www.dallavalle.fi/en/)

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## **KAAVI PORCINI**

### **KAAVI PORCINI LTD**

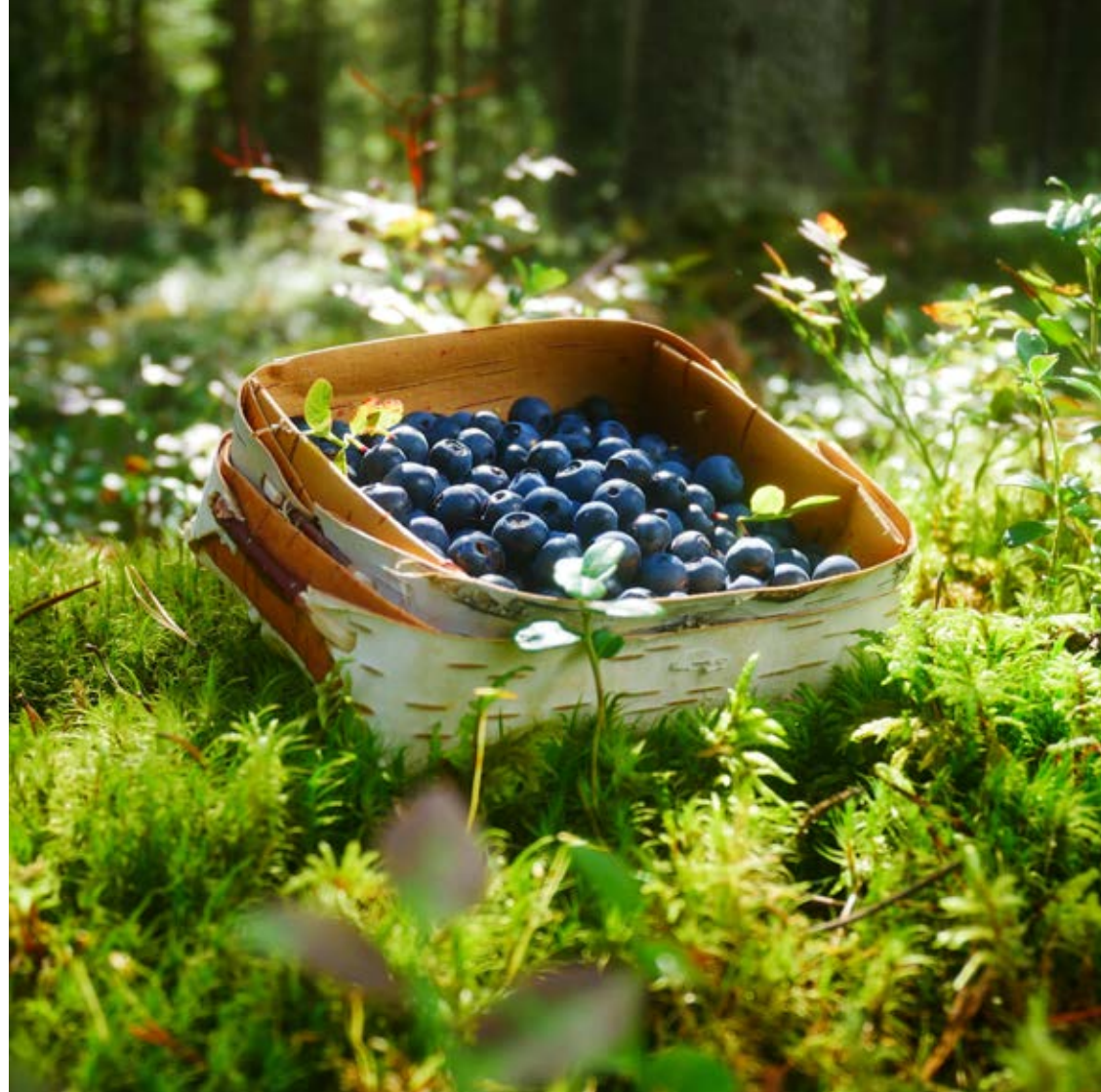
We dry food-grade mushrooms at our modern factory. Freshness and quality are important to us and we monitor the journey of the mushrooms from the forest to the dryer, and from there to airtight packages.

#### **Products:**

Dried Finnish forest mushrooms

#### **Contact:**

Mr. Martti Nyberg  
+358 50 511 4090  
myynti@kaaviporcini.fi  
[www.kaaviporcini.fi/en/](http://www.kaaviporcini.fi/en/)



# Naturally from farms, forests, and lakes!

## **Sustainable farming**

North Karelia is the leading province in organic production in Finland. The province is also part of the lake district of Finland, which has its own climate and environmental program for agriculture and forests. This program is promoting and developing different measures to achieve these goals on the fields, forests, and lakes. Every farm has own environmental plan regarding the utilization of nutrients, water resources protection and animal welfare. Climate measures are currently being added to the plan to maximize carbon sequestration in fields and forests and reduce emissions from livestock production. Agricultural production in the area is based on family farms and decentralized production, because there are no large arable areas in the region due to vast water areas and forests.

## **Pure, safe and tasty products**

Small farm units reduce the risk of animal diseases, and the winter months reduce the need to use pesticides in the growing season. The long summer days increase the production of aromatic substances in plants and thereby bring more flavour to all foods. Forests and lakes are producing berries, mushrooms, game and fish which are excellent raw materials for tasty food and healthy products. The food tourism is one of the area's priorities in the future. North Karelia has a unique and traditional culinary culture that offers tasteful experiences starting from picking berries, baking traditional

pastries and catching fish for dinner. The pure and clean nature flavours and the quality of the products remain excellent from farm to fork and from forests to plate.

## **New and innovative technologies**

The new generation freeze drying technology plant in North Karelia will produce the highest quality products and open up new markets for innovative and premium products in food, pharmaceutical and beauty industries. Regions' top companies already have created world known innovations on new products such as birch sap, spruce sprouts, spruce resin, xylitol, and honey. Some of these products have won gold medals and other top recognitions in worldwide competitions. Please read more on the following pages!

**Good food is always a matter of taste!  
Welcome to taste the best flavours  
from North Karelia!**

**Mr. Jari Rouvinen**  
CEO

**The Central Union of Agricultural Producers  
and Forest Owners (MTK) North Karelia**

## **NORDIC FREEZE DRY**

### **NORDIC FREEZE DRY LTD**

In 2023, Nordic Freeze Dry Oy, the first industrial size freeze drying company in Finland, starts operation in North Karelia. At the beginning Nordic Freeze Dry provides freeze drying services to other companies.

Freeze drying will provide huge possibilities for example processing North Karelian delicacies from clean Finnish forests and fields. Freeze Drying is getting more and more interesting solution for processing delicate food products. It is especially interesting method as it maintains nutrients of raw materials better than any other processing method and provides shelf life of even tens of years in room temperature.

Nordic Freeze Dry aims to provide the best freeze-drying services in the world, serving customers reliably. We will provide proven high-quality freeze drying to b-to-b-markets and offer several product and packaging formats.

### **Products:**

High quality freeze-drying services

### **Contact:**

Mr. Nikolas Jokisalo

+358 50 538 7805

nikolas.jokisalo@poikainparhaat.fi



# Food



## PIELISEN KALAJALOSTE LTD

Pielinen Kalajaloste produces canned fish products from Finnish fish. The products contain only Finnish fish and no preservatives or additives are used. Ready to use products are perfect for everyday cooking, restaurant use, or to be enjoyed on picnic or hiking lunch.

### Products:

Canned fish products containing Finnish fish such as vendace, Baltic herring, Rainbow trout, roach etc.

### Contact:

Mr. Juha Halonen  
+358 50 410 4347  
juha.halonen@pielisenkala.fi  
[www.pielisenkala.fi](http://www.pielisenkala.fi)



## PURUVEDEN SAVUKALA LTD

A family business with over 30 years of experience. The company produces Finnish lake fish and rainbow trout prepared using traditional methods.

### Products:

Canned fish, smoked fish in vacuum. e.g., hot-smoked rainbow salmon fillet, cold-smoked rainbow salmon fillet, smoked vendace etc.

### Contact:

Mr. Mikko Jokinen  
+358 50 304 0172  
mikko.jokinen@puruvedensavukala.fi  
[www.puruvedensavukala.fi/english/](http://www.puruvedensavukala.fi/english/)





### LIHHOO LIEKSASTA – COOP

Lihhoo Lieksasta “Meat from Lieksa” coop brings together the products from three nearby farms that grow quality meat: Mangalitsa pork, Finnish lamb and Highland beef. The meats are processed for example into raw sausages, minced meat patties and pulled meat products. The organic way of raising animals guarantees the quality and good taste of the products.

**Contact:**

Mr. Jari Palviainen  
+358 40 585 8452  
palviaisentila@gmail.com  
[www.lihhoolieksasta.fi](http://www.lihhoolieksasta.fi)

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### SIROLAN TILA

Sirola Lamb Farm is an organic sheep farm in North Karelia in Tohmajärvi that breeds the Oxford down sheep breed and produces lamb meat. Agriculture is practiced on the farm now in the third generation, and we have had sheep on our farm for almost 30 years. We value down-to-earth, clean and ecological production, and we practice agriculture with respect for the environment, nature and animals.

**Products:**

Purebred oxford down breeding rams and ewes, lamb and mutton, meat products (sausages, cured meats, preserves) and loaves

**Contact:**

Ms. Roosa Honkanen  
+358 40 566 4153  
rohonkanen@gmail.com  
[www.sirolantila.com](http://www.sirolantila.com)



### NORDICMEAL

NordicMeal is a social enterprise that produces restaurant level freeze dried trekking meals from pure, local ingredients and prides itself on sense of community and creativity. Just add hot water and enjoy!

**Products:**

Naked Barley Trekking Meals in three flavors full of natural energy; sweet pea barley, full-bodied beetroot barley and gentle creamy artichoke barley. The unhusked, bare-seeded barley variety, Jorma, is the inspiration behind the products.

**Contact:**

Ms Katja Pellini  
+358 40 544 1561  
info@nordicmeal.fi  
[www.nordicmeal.fi/en/](http://www.nordicmeal.fi/en/)

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*Yhtiö / Bolag*

### SOOCI LTD

Sooci is a craftsman broth and sauce cookery located in East Finland. In our high-quality liquidity products, we use only fresh local ingredients.

**Products:**

Beef Broth, Chicken Broth, Ramen Broth, Root Vegetable Broth, Fish Broth, Mushroom Broth, Sauce Espagnole, Red Wine Sauce, Demi Glace Sauce

**Contact:**

Mr. Kirre Rainos  
+358 40 032 9124  
kirre.rainos@sooci.fi  
[www.sooci.fi/en/small-finnish-cookery/](http://www.sooci.fi/en/small-finnish-cookery/)

## Akselin Herkkupaja

### AKSELIN HERKKUPAJA OY

Our company develops delicious new products from freeze-dried natural ingredients. Our main raw material is Finnish organic strawberry, and new innovations are also coming in the field of edible flowers. All our products are organic.

#### Products:

Strawberry marshmallow, chocolate-covered strawberry slices, freeze-dried strawberries (slices, whole and powder), strawberry nectar, edible organic flowers, strawberry syrup and strawberry jam

#### Contact:

Ms. Riikka Tervonen  
+358 40 025 3487  
myynti@akselinherkkupaja.fi  
[www.akselinherkkupaja.fi](http://www.akselinherkkupaja.fi)



### POROKYLÄN LEIPOMO BAKERY

Porokylän Leipomo Bakery is a family-owned business that was founded in 1983. With our O'love product range, we specialise in gluten-free products baked in our modern gluten-free bakery with a priority on delicious taste and consistent quality.

#### Products:

Our gluten-free O'love products are made of high-quality ingredients, for example, superior Finnish oats. They bring good energy to everyday life, at home and out-and-about. The O'love range offers healthy treats that suit everyone's taste, without the discomfort caused by gluten and wheat.

#### Contact:

export@porokylanleipomo.fi  
[www.porokylanleipomo.fi](http://www.porokylanleipomo.fi)



### SORSA HOME BAKERY

Sorsa Home Bakery is a family-run business located in Liperi, Eastern Finland, specialized in traditional Karelian pastries. All the products are handmade, following the traditional baking methods and recipe.

#### Products:

Karelian pies with rice, potato or barley filling, reindeer pie and "sultsina".

#### Contact:

Ms. Maria Karpathakis  
+358 40 912 1955  
maria.karpathakis@kotileipomosorsa.fi  
[www.kotileipomosorsa.fi/en](http://www.kotileipomosorsa.fi/en)



### KETO - SO SIMPLE LTD

Ketokamu is a new-age food company that enables added value to people's lives with its products by bringing authentic taste experiences and well-being thanks to the best ingredients and the lightest possible processing. We create health-promoting foods that keep you satiated for a long time, are nutrient-rich, and are particularly low-carb. Our products are intended for people on a ketogenic diet as well as anyone else who wants to reduce sugars in their diet.

#### Products:

Wide range of organic and chocolate coated berries and nuts, wide range of electrolyte powders in many flavours, baking mixes and sweetener

#### Contact:

Mr. Olli Kolehmainen  
+358 44 282 4847  
olli@ketokamu.fi  
[www.ketokamu.com](http://www.ketokamu.com)



# Beverages



KontioMehu

## KONTIOMEHU LTD

KontioMehu is a small Finnish family business with more than 40 years of experience in producing juices and bubbly beverages. The company is known for its high-quality non-alcoholic beverages, especially Lehtikuohu, which is a festive bubbly beverage made from blackcurrant leaves. The fresh taste of Lehtikuohu originates from springtime currant leaves, hand-picked on the family farm. The high-quality products are made from real ingredients without artificial flavors or colours. All products are non-alcoholic and vegan.

### Products:

Lehtikuohu, Cranberry bubbly, Bilberry bubbly, Lingonberry bubbly, Rhubarb bubbly

### Contact:

Ms. Tanja Muranen-Drobot  
+358 50 300 2079

Ms. Virpi Rötsä-Kiiskinen  
+358 41 466 1238

[tanja.muranen-drobot@kontiomehu.fi](mailto:tanja.muranen-drobot@kontiomehu.fi) [virpi.rotsa-kiiskinen@kontiomehu.fi](mailto:virpi.rotsa-kiiskinen@kontiomehu.fi)

[www.kontiomehu.fi](http://www.kontiomehu.fi)

## KALEVALA DISTILLERY

### KALEVALA DISTILLERY

Established in 2012, Kalevala Distillery produces premium organic spirits in Easternmost Finland. As a family-owned small distillery, we are proud to be independent and work as ecologically and sustainably as possible.

All our products are handcrafted in small batches.

### Products:

Kalevala London Dry Gin (0.5L & 0.1L), Kalevala Barrel Aged Gin (0.5L & 0.1L), Kalevala Nordic Blossom Gin (0.5L), Kalevala Vodka (0.5L), Kalevala Birch Sap Vodka (0.5L), Runoi Rum (0.5L)

### Contact:

Mr. Moritz Wüstenberg  
+358 44 038 6775  
[mw@kalevalagin.com](mailto:mw@kalevalagin.com)

<https://kalevaladistillery.com/>



### UNISON BREWING COMPANY OY

Unison Brewing Company is a microbrewery located in Joensuu, North Karelia, Finland.

The raw materials, mainly malted barley, hops and yeast, are carefully selected to guarantee high quality of the beer. We use brewery's own forest to compensate carbon dioxide emissions from the beer brewing.

#### Products:

Wheat beer 4.8 %, Golden Ale 5.5 %, Brown Ale 5.2 %, Organic pils 5.0 %

#### Contact:

Ms. Oona Heikkinen

+358 44 242 3270

oona@unisonbrewing.fi

[www.unisonbrewing.fi/en/home/](http://www.unisonbrewing.fi/en/home/)

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## NORDIC PREMIUM BEVERAGES

### ARCTIC BLUE BEVERAGES

Our main product category is distilled artisan spirits. We at Nordic Premium Beverages, use only the purest of ingredients from the Mother Nature to maintain the best-of-the-world quality in our products. Our distilled art has won numerous competitions all around the world, including the Spirit of The Year, several Double Golds, etc. We would be happy to create a unique spirit for your brand, so feel free to contact us without hesitation!

#### Some of our products:

Arctic Blue Gin, Arctic Blue Navy Strength Gin, Arctic Blue Gin Rose, Oath Gin, Tenu gin

#### Contact:

Mr. Arttu Taponen

+358 45 871 7577

Arttu.taponen@nordicpremiumbeverages.com

[www.nordicpremiumbeverages.com](http://www.nordicpremiumbeverages.com)

# Development and Diversification of Rural Entrepreneurship

Rural enterprises in North Karelia have lots of strengths of which the ability to respect regional and local traditions, culture and environment is among the most important. Rural Women's Advisory Organisation and our experts are privileged to work with these entrepreneurs, to provide training and advice in product development, quality issues and business planning in different fields.

Development and success stories in small rural enterprises, too, can be reached by acquiring skills needed in business and by learning from other enterprises. Also, active networking is essential, and brave openings into new markets. An excellent example on networking is Karelia á la Carte network that has collected our enterprises under a joint brand and marketing activities for more than 30 years now. This brand among other qualities of the region is also highly evaluated by IGCAT - International Institute of Gastronomy, Culture, Arts and Tourism - which has awarded the status of European Region of Gastronomy Year 2024 to Saimaa Region in Eastern Finland including North Karelia.

With the help of this Pilot project to Japan we wish to provide useful expertise help and achievements to participating enterprises and to the whole food industry in North Karelia and, also, to create and strengthen the visibility of the region. We are especially glad that we in RWAC and ProAgria Eastern Finland can carry out this project with the support of the financier and numerous co-developers and experts we work with.



Marjatta Pikkarainen

Executive director

Rural Women's Advisory Centre (RWAC) Eastern Finland

<https://www.maajakotitalousnaiset.fi/en/it%C3%A4-suomen-maa-ja-kotitalousnaiset/>

<https://kareliaalacarte.fi/en/>

# Welcome to North Karelia!

For further information and cooperation opportunities, please contact:

Ms. Jaana Puhakka

[jaana.puhakka@maajakotilousnaiset.fi](mailto:jaana.puhakka@maajakotilousnaiset.fi)

+358 40 301 2468

## NORTH KARELIA

This brochure is delivered to you by Elintarvikeviennin aloitus Japaniin pilotti -project,  
funded by the Regional Council of North Karelia.



**POHJOIS-KARJALA**  
*Maakuntaliitto*



<https://www.maajakotilousnaiset.fi/en/it%C3%A4-suomen-maa-ja-kotilousnaiset>