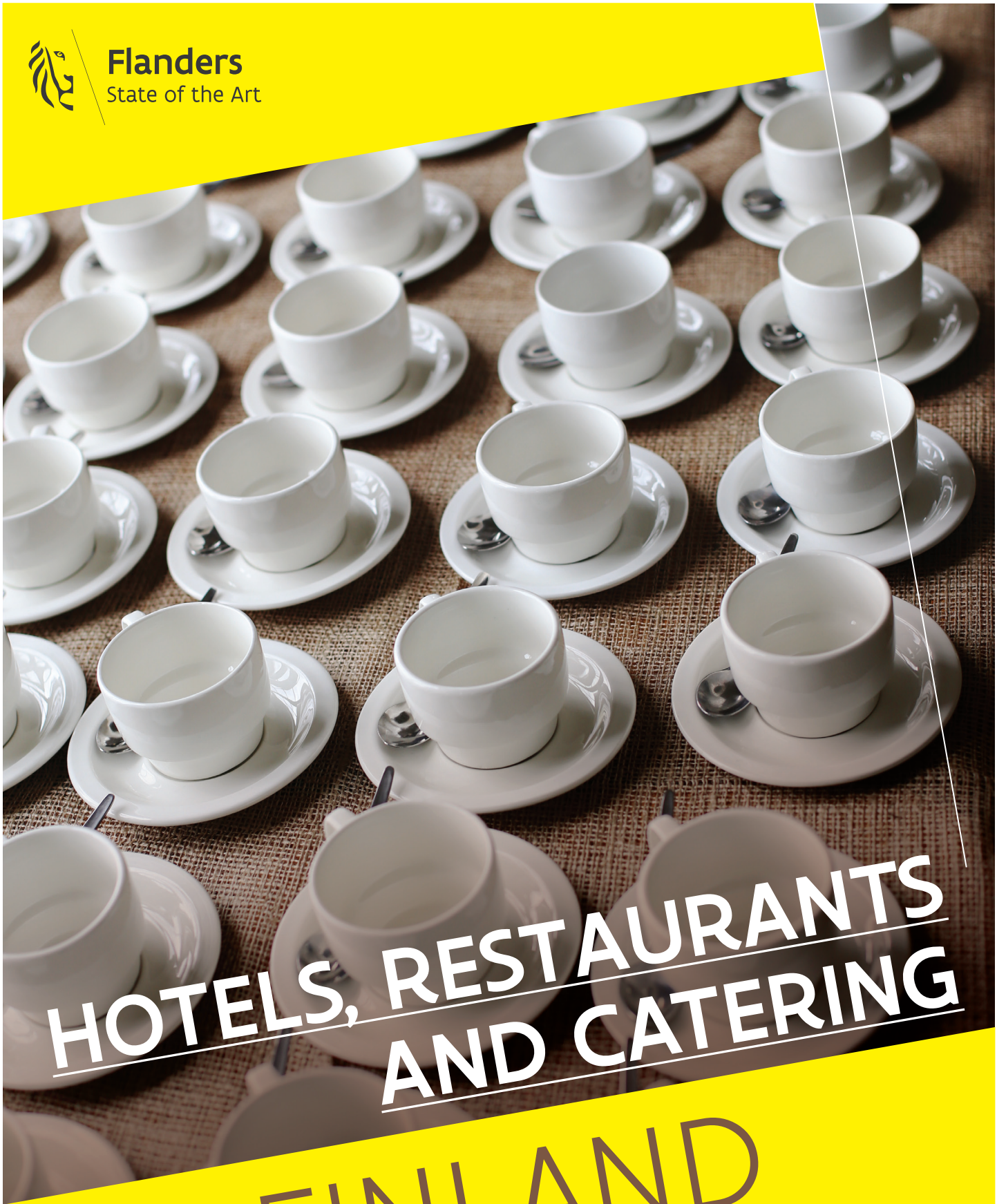




Flanders
State of the Art



HOTELS, RESTAURANTS AND CATERING

IN FINLAND

FLANDERS INVESTMENT & TRADE MARKET SURVEY



Flanders
State of the Art

Hotels, restaurants and catering in Finland

December 2016

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Finland – Basic Information



Map source: <http://geography.about.com/library/cia/fi-150.gif>

Finland is the most northern country in the world to be self-sufficient in basic foodstuff. The country is located between the 60th and 70th parallels of latitude and is one of the most northern countries in the world. The total area is 338,424 km² (11 times the size of Belgium). Finland is sparsely populated; the total population is only 5,508,366 (November 2016).

Finland can be called a big and a small country at the same time. The market is small due to the population. Most people live in the south of the country, especially around the capital metropolitan area (1,250,000 inhabitants) and around other bigger cities such as Tampere, Turku, and Oulu.

The official languages are Finnish (90%) and Swedish (5%), but English is widely spoken. Finnish companies can be approached in English.

Finland joined the European Union in 1995 and the euro was taken into circulation in 2002. The joining of the EU introduced many new foreign products to the Finns.

General overview of the horeca sector

Most of the horeca activities in Finland are concentrated in the cities; they are the most important sources of business for the industry. However, there are also other important locations outside the cities, such as Lapland in Northern Finland which is a popular holiday destination, not only for Finns. The markets in of the smaller towns are dominated by **S Group**. This large Finnish retailer owns hotels and several restaurant chains.

Finnish people often want to buy Finnish food products, certainly for basic foodstuff. However, this is not always possible due to seasonal variation and often, higher prices. The amount of food imports has increased in the last decade. Especially the horeca sector relies on the import from foreign countries due to the cost-efficiency.

Hotel chains in Finland are like those in other Western countries. Besides Finnish chains, there are also chains from other countries, such as the Scandinavian chain 'Scandic Hotels' and the 'Hilton' chain. Hotel chain listings can be found at the end of this study. One could even speak of a hotel boom due to the growth in number of hotels being built and established recently.

Many Finnish restaurants are owned by larger companies, but there are also individual entrepreneurs in the business. The sector basically has no medium-sized players. Almost the entire market consists of independent businesses and restaurants owned by large companies. The biggest Finnish restaurant companies are listed at the end of this study. In Finland, a company is considered a medium-sized company if it employs between 50 and 249 people and has a revenue of 50 million euro or less. Meanwhile, the large companies employ more than 250 people and have a revenue exceeding 50 million euro.

Drinking coffee is a popular activity in Finland, at any hour of the day (morning or afternoon). The Finnish consume the most coffee per capita in the world. However, a lot of this coffee is drunk at home. A Finnish **café** is a place that focuses on serving coffee and some snacks and pastries that suit the nature of coffee. Nowadays, cafés also often serve lunches. Cafés can be found at almost each corner in large cities. There are several individual cafés in the country, as well as coffee house chains. In the past years, foreign coffee house chains also found their way to Finland.

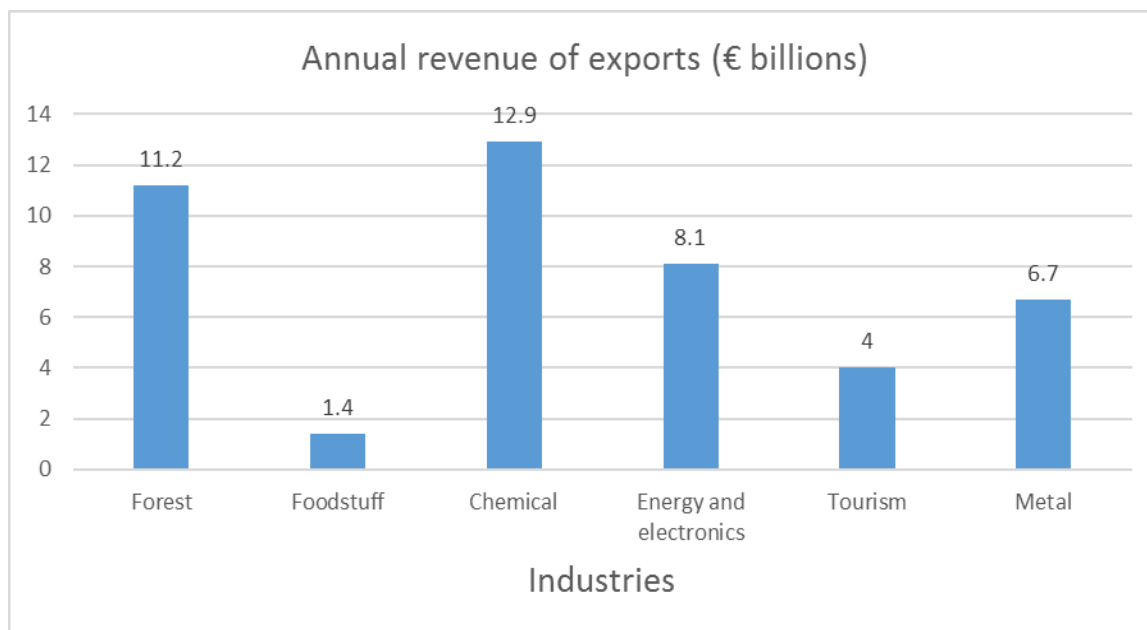
Small Finnish coffee roasters appeared only lately; they do not compete with the price but with quality and freshness as well as with special labels like Fair Trade and organic. However, the market is still largely controlled by the two bigger Finnish coffee companies, Paulig and Meira. Paulig is the largest of the two. Their brands are also often used by the cafés for their filter coffee. The market for coffee related accessories, such as coffee machines, already has competitive foreign companies in the market.

When Finns talk about **catering** they are talking about a small company taking care of the food at weddings, funerals, workplace parties etc. There are many small catering companies that have filled the market with these kinds of foodservice activities. Catering for individuals and SMEs is not a huge business in Finland, partly due to the fact that the Finns do not mind making the food for special occasions, themselves. Large companies in catering thrive by providing food at staff restaurants and schools, and by setting up events

for other companies, while the small catering entrepreneurs mainly focus on serving the consumers at their private occasions.

On top of these privately-owned catering companies, is a state-owned food service company 'Leijona Catering'. This company handles the food services for the Finnish military. Finland still has a universal conscription for men above 18 years of age and the service preparedness lasts until the person turns 60. There are also some women voluntarily serving in the army, but their numbers are much lower than that of men. Each year around 25,000 men are conscripted and 500 women serve voluntarily. Leijona Catering serves over 70 000 meals a day and has an annual turnover of 73.5 million euro.

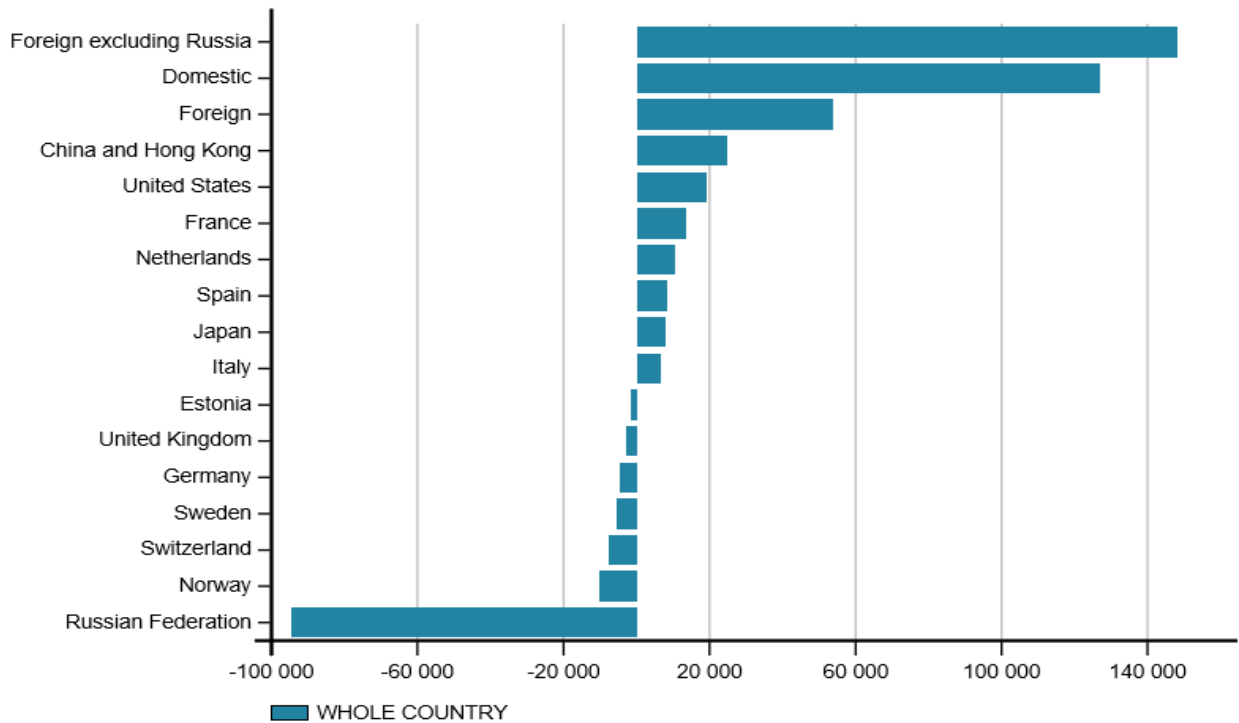
The Economic Development of the horeca sector



Source: www.mara.fi/toimiala/matkailu-ja-ravintola-ala-lyhyesti/matkailu-2

In the chart above, the categories of Finnish exports are divided between industries. Tourism includes restaurants and hotels. Over 4 billion euro comes from foreign visitors. Yearly the industry serves 7.4 million foreign visitors. This part of the revenue is considered a category of exports. The overall revenue of the industry amounts 14.2 billion euro, forming 3.8% of the national GDP. These numbers suggest that foreign visitors are a great opportunity for the Finnish market. The entire tax revenue received 5.2 billion euro from the horeca sector in 2015. The sector employs 140,000 workers and serves customers in 25,000 different locations.

Change of nights spend (abs.) by country of residence 2016 (cumulative) WHOLE COUNTRY



Statistics Finland / Accommodation statistics

Source: www.visitfinland.com/travel-trade/graph/tuorein-kumulatiivinen-vuositiето/

Hotel

The change in number of stays is visible in the chart above. As shown, it has been largely positive. Every group, besides Russia and Oceania, has grown more or less. Important rising groups are tourists from Asia.

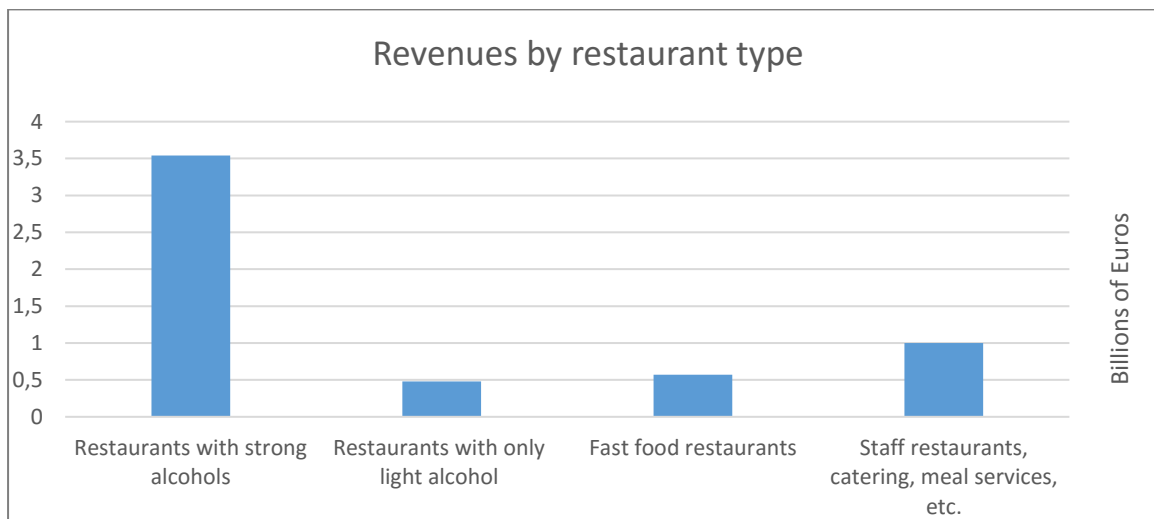
The chart below shows the amount of visitors to Finland of several countries. Russians form the largest group of foreign visitors, but their amount has decreased dramatically from previous years as seen in the earlier chart. However, it is expected that the number of Russian tourists will grow again, once the value of the ruble rises again. Finland is one of Russians favourite tourist destination. Since the promotion of tourism in China by Finnish organizations and companies has been increasing, the number of tourists from China has increased too. As a result, the Finnish hotels started to pay more attention to special needs of Chinese tourists.



Source: www.visitfinland.com/travel-trade/graph/tuorein-kumulatiivinen-voositieto/

Overall, tourists spent 15.8 million nights in hotels (80%) and other accommodations (20%) in 2015. This is 1% more than last year. While the number of foreign visitors has reduced (by about 2.7% to 29%), the number of Finnish tourists has grown (by about 2.7%). More than a third of all visitors stayed in Helsinki.

Restaurant

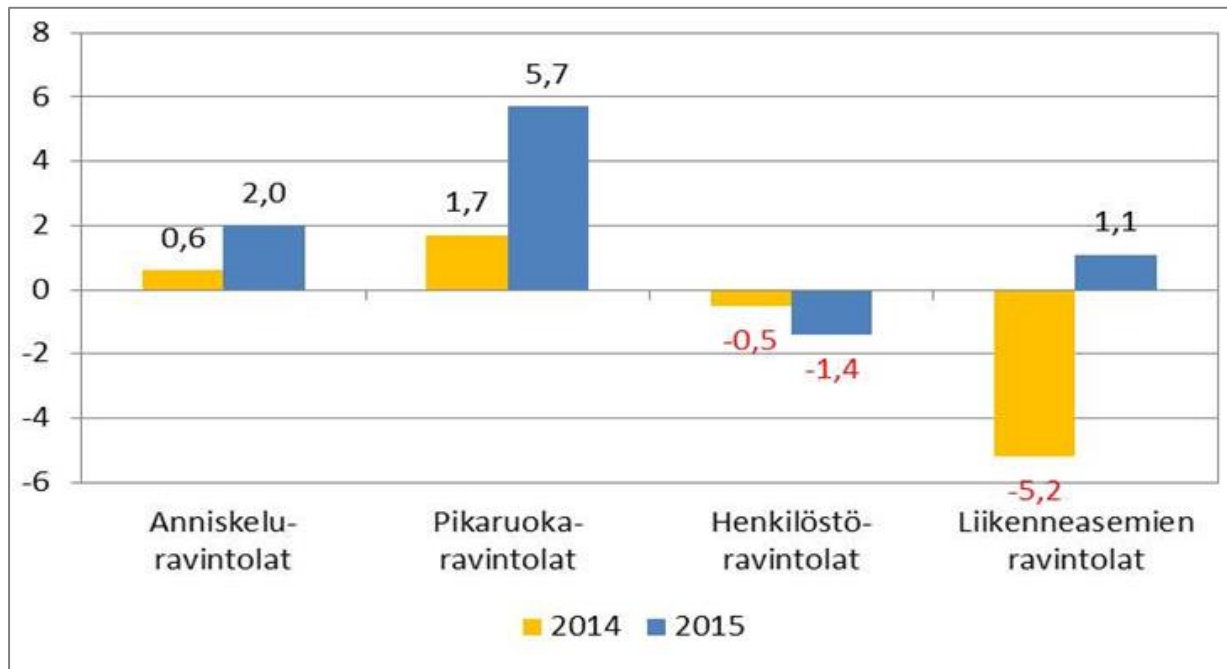


Source: www.mara.fi/toimiala/tilastoja-ja-tutkimuksia/alan-tunnuslukuja/taskutilasto

As the chart shows, the restaurants that serve food and/or strong alcohols (wines, liquors) have more revenue than the rest, altogether. This is partially due to the fact that this includes most of the Finnish restaurants and also the Finnish restaurants connected to hotels. In Finland, a restaurant needs a license

to serve alcohol. There are separate licenses for strong and light alcoholic beverages. But there are plans to reduce regulations in this regard and combine some of the licenses into one permit.

The revenue of restaurants has increased from 2014 on. Almost all types of restaurants have done better than the previous year, except the staff restaurants. These numbers are shown in the chart below.



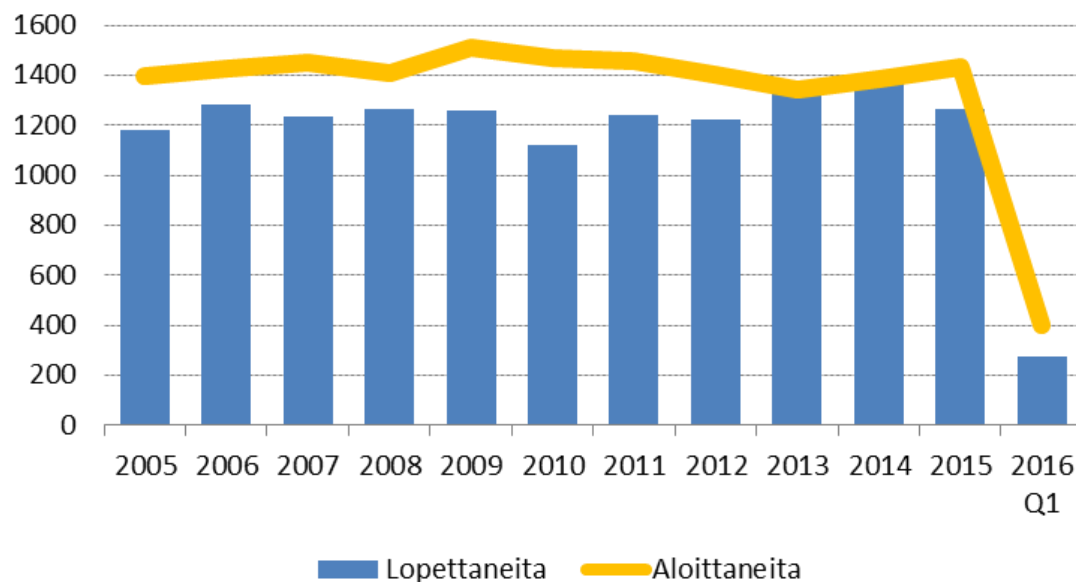
Source: www.mara.fi/toimiala/tilastoja-ja-tutkimuksia/ravintolat/ravintoloiden-liikevaihto

Anniskeluravintolat = Restaurants licensed to serve alcohol

Pikaruokaravintolat = Fast food restaurants

Henkilöstöravintolat = Staff restaurants

Liikenneasemien ravintolat = Roadside restaurants

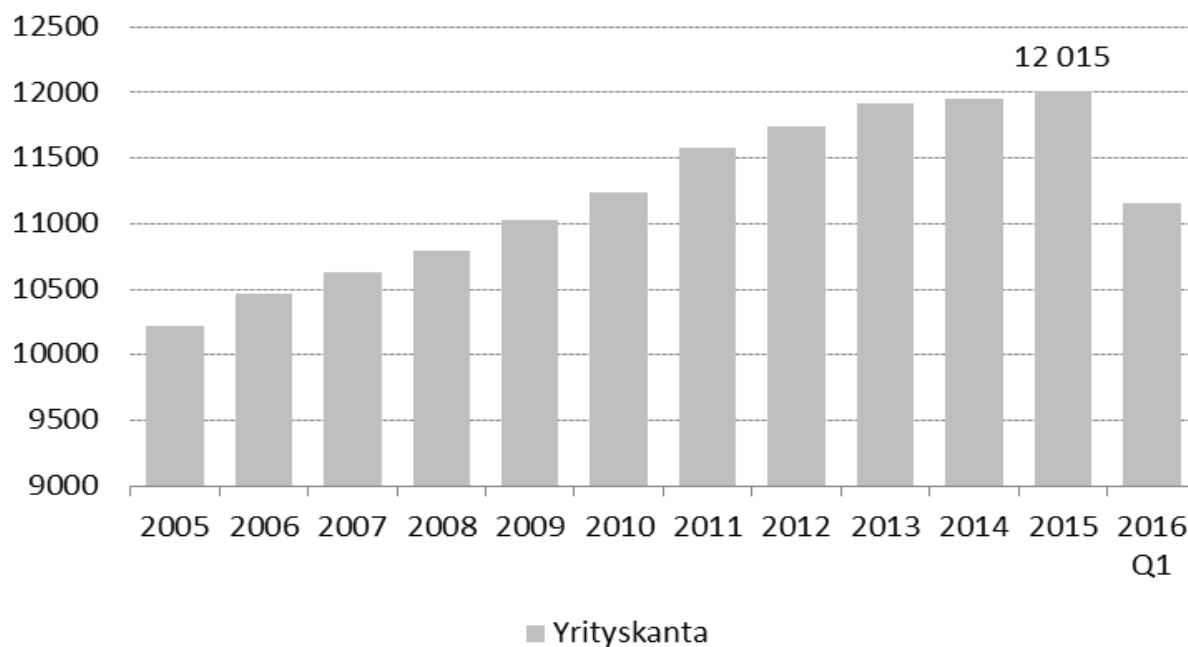


Source: www.mara.fi/site/gallery/originals/Ravintolayritykset_1.png

Lopettaneita = Closed

Aloittaneita = Started

This graphic shows the number of restaurants that were started and closed. The number of restaurants that were opened in 2015 was almost 200 more than those that were closed, while the few previous years the number has been approximately even. There is currently no information about 2016 except for the first quarter during which more restaurants were established than closed.



Source: www.mara.fi/site/gallery/originals/yritykset2_1.png

The chart above shows the total number of restaurants. It is clear that the number of restaurant has been growing steadily until 2015. In 2016 the growth slow down significantly in comparison to the previous decade.

Cafés and coffee houses

In 2014, there were 971 cafés around the country. They employed 2,372 people and their revenue reached 197 million euro. Fazer Cafés, a large Finnish coffee house chain has an annual turnover of 36 million euro, while their competitor Café Picnic makes around 20 million euro yearly.

Catering

In 2014, there were 834 catering companies (865 in 2013), employing 1,484 people (1,514 in 2013) and making 129 million euro (120 million euro in 2013 = 9 million more!). Most of these companies are smaller catering companies. This makes catering in Finland quite fragmented. There are not many large Finnish companies in the sector besides Fazer Food Services, HYY Ravintolat and Sodexo. Sodexo offers foodservice to workplaces, universities, schools. It should be noted that school meals at secondary schools are free of charge for the pupils. Daily more than 900,000 portions are being served in schools. The turnover of these companies is between 18 to 249 million euro (2015).

Trends and mentality

Hotel

In 2016, the hotels expected an exceptionally good summer. 89% of the accommodation business expected a growth for the summer season. 2015 was the best year ever for the hotels in Helsinki. 2016 was expected to be busy, due to a great number of events happening in Helsinki that year. There was a record number of conferences and many noteworthy art exhibitions. As a result, in 2016 new hotels opened their doors and a few new are being build.

A new trend in Finnish hotels is **simplicity**. The slogan is '**Minimalism is the new luxury**'. Consumers want the hotel room to be a quiet, open and simple space, which acts as a place far away from regular everyday life and routines. People want to be able to relax, read, meditate and slowdown in their hotel rooms. Some customers even hoped for soundproof rooms. Lack of clutter made it easier for customers to relax in hotels. Hotels are also expected to serve a complimentary breakfast to the customers staying overnight. Finns do not expect to pay for the breakfast.

Restaurant

Fast casual food is rising in Finland. Fast casual is food that is fast, but fresh and well-made. Fast casual restaurants emphasize freshness and ethicality of their ingredients. This trend has spread widely around

the globe and arrived to Finland in 2015. In 2016, it has kept growing in popularity. Already existing brands are now moving towards fast casual food to challenge the traditional fast food chains. Customers also want to know what is in their food. They want their food to be made on the spot with local, fresh and good quality ingredients. For this, they are willing to pay more. This change in customers' preferences will force the traditional fast food chains to change in order to keep up with the growing competition.

Another emerging food trend is **street food**. While there is no clear definition for street food, there are many possible explanations for its popularity. Some say that the popularity of street food is partially due to the current economic downturn, but there are other reasons as well, including the demand for fresh made food, made from the best available ingredients. Street food is, much like fast casual food, made on the spot with fresh ingredients. The overall trend is that people want good food, fast and easy.

Big commercial kitchens want to use more **organic ingredients**, but the supply of this ingredients is limited in the Finnish wholesale sector. The reason for this is that these ingredients are not as pre-processed as the restaurants would like and the package sizes for these kitchens are too small and also the price and quality is an important factor. As a result the large wholesalers expanded their organic food catalogue, but there is still room to improve. There is also willingness amongst the commercial kitchens to purchase products even from small manufacturers, such as local food producers. You can find more information on the Finnish organic food sector in Finland on [our website](#).

However, while **local and seasonal ingredients** are trendy, a large quantity of the food is imported into Finland from other countries. This includes even food that could be grown or manufactured in Finland. Many Finns are unaware of this.

Alcohol consumption reached a new peak around 2005, but has **decreased slowly but steadily** ever since. The total amount of alcohol sold in 2015 was 39,133,000 litres when the amount is measured as pure 100% alcohol. This translates to 8.5 litres per person when measured as 100% volume alcohol. 5,250,000 litres of pure alcohol were sold in bars and restaurants.

In 1995, the restaurants sold 20% of all the consumed alcohol. Today the amount is only 10%. 21% of alcohol is imported from other countries by citizens and 68% of the alcohol is purchased from stores and consumed at home. At this moment, due to the high alcohol tax in Finland, the number of restaurants selling alcohol has decreased during the last 20 years. Despite the strict regulation of alcohol through taxes and price control, the consumption of alcohol has not reduced. Instead of drinking alcohol in restaurants or bars, people consume alcohol at home or in Estonia, where the alcohol is cheaper.

Finnish alcohol legislation is currently under reform. This is meant to increase drinking in bars and restaurants. You can read more about the legislation later in this document.

In Finland, there is a newly found **appreciation for beer, especially for craft beers**. The popularity of specialty beers made by small breweries has been growing for years and there seem to be no end to this trend. Last year Finland got its first beer sommelier, an expert at tasting beer. Since, the sale of craft beers went up by 6% in the state-owned liquor store Alko. The craft beers represent approximately 20% of Alko's

beer catalogue. A surprising change is that the sale of non-alcoholic beer has risen as well (by about 11% in 2015). The amount of all kinds of beers sold in restaurants and bars was almost 61,000,000 litres in 2015. You can also find more information on the beer importers on [our website](#).

Café

As already mentioned, Finns drink a lot of coffee. In 2014, the Finnish consumers drank 9.5 kg of coffee per capita. This means the average Finnish person drinks 158 litres of coffee a year. An interesting fact is that over 67% of this was lightly roasted filtered coffee. This shows that Finns are very much in favour of lightly roasted coffees. However, the darkly roasted coffee types grow in popularity. This is at odds with the global trend of lightly roasted coffee becoming more trendy. Many global trends appear in Finland later than in other countries around the world and dark roasted coffee is no exception. Therefore, it is only now finding popularity in the country.

The most popular coffee brand is the Juhla Mokka by Paulig with 40-45% market share. On the second place, we find Kulta Katriina by Meira with about 20% market share. There does not seem to be many gaps in the market as they have been either filled by the Finnish companies themselves or businesses from other countries.

There are also regional differences in the coffee drinking culture around Finland. Espresso-based beverages, such as latte and cappuccino, are more popular in the Southern regions of Finland. The coffee culture differs from the rest of the world as well. While iced coffee beverages and specialty coffees are popular in many countries, in Finland only 8% drink espresso-based coffee daily and only 59% have tasted iced coffee. 67% of people prefer lightly roasted coffee, while only 14% prefer dark roasted. The private label coffees, foreign dark roast coffees, and Finnish small roasters try to compete with the old brands. Small roasters are opened especially in the cities where new specialty and dark roast coffees are mostly consumed. But most Finns are very traditional concerning their coffee drinking habits and largely consume regular filtered coffee.

The traditional *batch brew* style or bulk brew filter coffee is the most popular in Finland. However, a rising trend in 2016 has been a style called *pour over*. This means that the barista makes individual servings of coffee at a time by placing a small filter over the customer's cup and pouring hot water through a filter filled with coffee. This allows for more individual customization in the brew. However, most people are still satisfied with regular filtered coffee. But more and more people want their coffees made individually for them. Still, the *pour over* style can be mostly found in cafés of large cities and they are largely consumed by people sensitive to global trends.

Besides the techniques and styles of coffee, another rising trend is the customers' focus on **different types of coffee beans**. Many cafés roast their own beans in order to get the desired flavour and personal touch. This has affected the way the usual coffee is served. For example, some cafés do not want to serve milk with certain coffees, because it would affect the flavour and hide the intricacies of the beverage. Many baristas want coffee to be appreciated by itself without added flavours, like chocolate, vanilla ...

Many of the coffee house chains also serve pastries. Often these pastries are not handmade or fresh made, but rather prepared and frozen and baked-off or defrosted at the location. Of course, there are cafés that also have a bakery and fresh pastries, but overall the chains only offer baked-off pastries. Several of these frozen pastries are manufactured in Belgium.

Catering

Latest trend in catering in 2016 has been **eating light**. Caterers are often asked to prepare vegetarian dishes and use of alcohol has decreased slightly. People want their food and dessert to be fresh and decorated with berries and/or herbs. The Finnish consumer has also become more interested in combining salty and sweet taste.

Doing business in Finland

Opportunities

Finland can provide great opportunities for companies in the horeca industry. All kinds of imports, be it cooking equipment or foodstuff, from foreign countries in the Finnish horeca sector have grown. Belgian frozen food products are widely used in the Finnish horeca sector, but also by consumers. This makes the Finnish food market a good location for foreign companies to export to, since the need and demand is constantly growing.

Due to the geographical location of Finland, not all of the food products and ingredients can be produced on the spot. Nowadays food trends are mostly global and the Finnish consumer demand products that follow these universal trends. But the required foodstuff is not always locally available. Providing the Finnish market with ingredients and food items following these global trends is an opportunity for the foreign (Belgian) companies.

New kind of hotels and restaurants are being opened and built all the time. This is a big opportunity for both innovative horeca manufacturers and businesses as well as companies focusing on decorating and design. Consumers are aware of the global design and fashion trends, and they want their restaurants and hotels to feel modern. This opens doors for Belgian companies that want to provide the Finnish horeca sector with design and decorative solutions.

Challenges and changes in the sector

The challenge for foreign companies might be the number of Finnish competitors and the split in certain sectors. For example, catering is dominated by small actors, so selling to each company individually would be difficult, even though there are large companies as well. This leaves wholesale as the only option for a company aiming to sell products to small catering companies and restaurants. However, the large companies, such as Fazer, Sodexo and HYY-Ravintolat, have their own procurement methods and

suppliers. Due to their size, they are able to form the supply chain the way they want, instead of having to rely on third-party wholesale. At the same time, it gives them a different level of responsibility over their sourcing and these companies make sure their suppliers play by ethical codes outlined by the company. These companies can be approached directly as suppliers rather than going through a third-party wholesale company.

A challenge for all hotels, including the ones in Finland, is the new competitor on the market, Airbnb. It is a service that helps people find and rent vacation homes for a fee. The vacation homes are put up on the service by private people, who get paid the actual rent. Airbnb simply lists the rooms on the service and processes the transaction for a fee. In Finland, there are about 3800 apartments or houses on the service, 2100 of them being in Helsinki. There are 8700 hotel rooms available in Helsinki. What is especially challenging for the hotels when competing with Airbnb is the fact that private accommodation has different legislation than hotel industry. The lack of regulation towards private accommodation, like Airbnb, allows it to grow faster, because the prices and business activity is not weighed down by restrictions and rules. However, some believe that Airbnb, will be put under the same legislation as hotels and other professional accommodation businesses.

The food sector has been affected by services, such as Wolt and Foodora, which allow the customer to get food delivered from any restaurants, even the ones that do not traditionally offer take away option. These services are based on mobile technology and allow the customer to hire one of these services to send their staff member to a restaurant where they will order the desired food and take it to the customer. This allows the restaurants to sell their food to customers who cannot come to the location.

Legislation

A big new change for restaurants is the ongoing reform of the alcohol legislation. The reform will be presented to the parliament at the beginning of 2017. The law will be changed in many ways, but the most important change for restaurants serving alcohol is the change of the 'last call'. Restaurants are now allowed to serve alcohol for 30 minutes longer. Now, a restaurant cannot serve alcohol after 3:30 am. Restaurants and bars will be able to advertise their happy hours more openly than before.

Different types of licenses are combined into one comprehensive license. Customers will also be able to pay for their alcohol with credit cards, rather than with cash or debit. People in the horeca sector are pleased with this, because it gives the customer more flexibility, which lead to more purchases.

The reform also allows the restaurants to employ 16 year olds to sell alcohol. The age restriction at this moment is 18.

Another important change is that the size of the alcoholic drinks is no longer strictly regulated.

Associations

1) Finnish Hospitality Association MaRa:

This is an association for a variety of companies in the hospitality sector, such as: hotels, restaurants, amusement parks, tourism businesses and wellness service providers ... Technically, the union represents businesses that have the aim to increase travelling in Finland. MaRa has 2,500 members with 6,500 points of sale. MaRa's member companies employ more than 60,000 workers. A substantial share of the companies are SMEs. In terms of turnover, Finnish Hospitality Association MaRa's member companies represent over 85% of all the hospitality sector companies in Finland.

List of contacts: www.mara.fi/en/contact-us-2

Website: www.mara.fi/en

2) Service Union United PAM:

This is a service union that represents 231,295 (on 31/12/2016) people working in the service sector. The main different between MaRa and PAM, is that PAM takes care of the employers' concerns, while MaRa handles the issues of the companies. In a way, they opposite to one another. PAM's members include shop assistants, cleaners, security guards, hairdressers, warehouse workers, managers, cooks, waiters and waitresses, and cinema and ski resort workers. PAM negotiates collective agreements and pay levels, while safeguarding its members' interests in work.

Email: pam@pam.fi

Website: www.pam.fi/en/

3) Federation of Finnish Wholesalers and Importers:

This is a union established in 1920 for the Finnish wholesale and import companies. It currently has about 500 member companies. It is estimated that wholesale accounts for 58% out of all trading (retail, wholesale, etc.). The purpose of the Federation is to advance the business activities of wholesale and import companies through research, education, communications and lobbying.

Tel: +358 9 4315 6170

Email: stl@stl.fi

Website: www.stl.fi/sivut/english.aspx

4) The Finnish Franchising Association:

This is an organization founded in 1988, whose goal is to stimulate the collaboration of companies in the franchising business. The association itself is an umbrella organization which has the most significant actors as their members.

Tel: +358 9 586 5847

Email: office@franchising.fi

Website: www.franchising.fi/ (only in Finnish)

Exhibitions

Gastro Helsinki:

This biannually expo is considered the most important exhibition related to the horeca industry in Finland. The exhibition is a trendsetter for the Finnish market as all the relevant actors of the industry are meeting one another there. In 2016, there were more than 200 exhibitors and more than 15.000 visitors. The next expo will be held in the March 2018. You can find more information on the [website](#).

The exhibition presents the sector's latest products, trends and innovations. Gastro Helsinki is an important shop window where the visitors meet the key players in the industry face to face – both their present and their future cooperation partners. According to a poll, 74% of the people at the expo found some new interesting service or products.

Viini ja Ruoka (Wine and Food):

The annually wine and food expo shows a variety of new food and wine products to both consumers as well as professional. The expo is the largest wine and food related exhibition in Finland. More information can be found through the [website](#) (only in Finnish).

Fastfood & Café & Ravintola (Fast food & Café & Restaurant):

This tradeshow is organized every other year (next one is in 2017). The fair has established its strong position as the most popular meeting place of the restaurant, café and fast food industries. Visitors get information of new products, services, solutions and innovations. You can find more information on the [website](#).

List of companies

The purpose of this list is to give the reader a general idea of the companies and types of business activities in the Finnish horeca sector. Please feel free to contact Flanders Investment & Trade Helsinki for more comprehensive lists and further information helsinki@flanderstrade.com.

Hotel chains in Finland

1) S Group - Sokos Hotels

A large Finnish hotel chain with 52 hotels: 47 in Finland, 3 in Russia and 2 in Estonia. Owned by S Group, a large company in the retail and restaurant sector.

Tel: +358 10 768011

List of emails: www.sokoshotels.fi/en/corporate-sales-contact-information

Website: www.sokoshotels.fi/en

2) Restel

A Finnish hotel and restaurant group. Owns 43 hotels around Finland. The chain, ran by Restel, includes Cumulus, Holiday Inn and Rantasipi.

Website: www.restel.fi/en/

3) Scandic

A Nordic hotel chain with 24 hotels in Finland.

Tel: +358 20 766 4100

Email: leads.finland@scandichotels.com

Website: www.scandichotels.com/customer-service

4) Finlandia Hotels

A group with 17 hotels around Finland.

Tel: +358 9 684 1440

Email: sales@finlandiahotels.fi

Website: www.finlandiahotels.fi/en/

5) Rantasipi

A Finnish chain with 12 hotels in Finland. 6 of these hotels are combined hotel-spa. Owned by Restel.

Website for contacts: www.restel.fi/en/

Website for Rantasipi: www.rantasipi.fi/en

6) Omena Hotels

A Finnish chain with 8 self-service hotels.

Email: sales@omenahotels.com

Website: www.omenahotels.com/en/

7) Lapland Hotels

Owns 16 hotels, 14 of which are in Lapland. They also own some ski slopes.

Tel: +358 16 3232

Email: sales@laplandhotels.com

Website: www.laplandhotels.com/EN/

Examples of privately-owned hotels in Finland

1) Hotel F6 - Website: www.hotelf6.fi/hotel/

2) Hotel Ivalo - Website: www.hotelivalo.fi/index.php/en/

3) Hotel Arthur - Website: www.hotelarthur.fi/en/

Finnish restaurant chain owners

1) S Group

A Finnish network of companies operating in the retail and service sectors. Owns around 10 chains and more than 600 restaurants.

Website for group: www.s-kanava.fi/web/s/en/s-ryhma-lyhyesti

Website for restaurants: www.raflaamo.fi/en/helsinki

2) Restamax

Operates more than 100 restaurants, cafés and clubs.

Tel: +358 9 6128 6000

Website: www.restamax.fi/en/group/

3) Restel

A Finnish hotel and restaurant group with more than 240 restaurants. Restaurant chains include Rax Buffet and Burger King, as well as many stadium food court restaurants.

Tel: +358 9 733 52

Website: www.restel.fi/en

4) Royal Ravintolat

Owns 34 restaurants on 50 locations.

Email: myyntipalvelu@royalravintolat.com

Website: www.royalravintolat.com/en/

Biggest coffee house chains in Finland

1) Fazer Cafés

A coffee chain, owned by Fazer group. Currently operates 11 cafés in some of the big cities in Finland.

Tel: +358 20 555 3000

Website: www.fazergroup.com

2) Wayne's Coffee

Wayne's Coffee is a Swedish coffee house chain, operated by Restamax. Has 5 coffee houses in Finland.

Website: www.waynescoffee.fi

3) Roberts Coffee

Started in Helsinki in 1987. Has more than 70 coffee shops at the moment: in Finland, Sweden, Estonia, Denmark, Turkey and Singapore.

Email: robertscoffee@robertscoffee.com

Website: www.robertscoffee.com

4) Arnolds

A Finnish chain specialized in selling donuts and bagels, baked in-house.

Contact page: arnolds.fi/en/contactus

Website: arnolds.fi/en

5) Coffee House

Coffee House is run by the Finnish retail giant, S-Group (www.sok.fi) and is often found in the department stores of the group.

Website: www.coffeehouse.fi

6) Café Picnic

The Picnic chain started mid 1980's. Today, they have 37 cafes. The Torrefazione chain is also part of the Picnic group: www.latorre.fi/.

Website: www.picnic.fi/en/

7) Aschan Cafe & Deli

Aschan has 17 coffee houses in 9 cities in Finland. Products are made according to their own recipes.

Website: www.aschan.fi

8) Hyvä Konditoria chain coffee houses

The chain promotes homemade, baked-in products.

Website: www.hyvakonditoria.fi

9) Starbucks

Has 5 coffee houses in Finland. The Finnish retailer giant Kesko and Starbucks Coffee Company have entered into a licensing agreement to open Starbucks stores within Kesko's K-stores throughout Finland.

Website: www.starbucks.com

Contact information: www.kesko.fi/en/

Importers in horeca sector

Biggest wholesalers and importers

Many of these large wholesalers have multiple points of sale under their own brand.

1) S Group / Meira Nova

Meira Nova is a subsidiary of S Group and handles the wholesales of the Group.

The S-Group provides services for the supermarket trade, service station store and fuel trade, the department store and specialty store trade, the hotel and restaurant business, the vehicle and automotive accessories trade as well as the agricultural trade.

Email: viestinta@sok.fi

Tel: +358 10 76 86 500

Email: import@meiranova.fi

Website for Meira Nova: www.meiranova.fi/en/meira-nova-in-english/

Website for S-Group: www.s-kanava.fi/en/

2) Kesko Food

A sourcing company for more than 1,000 K-group stores.

Tel: +358 105 311

Contact list: www.kesko.fi/en/contacts/

Website: www.kesko.fi/en/

Kespro

A subsidiary of Kesko that handles wholesales to the horeca sector

Tel: +358 1053 24300

Email: kespro.myynti@kesko.fi

Website: www.kespro.com/kespro/pages/show/kespro_in_english

3) Heinon Tukku

A family-owned company. They act as a wholesaler in horeca sector among other business activities. Currently the company has two wholesale locations.

Tel: +358 20 717 000

Email: keskus@heinontukku.fi

Website: heinontukku.fi/briefly-in-english

4) Wihuri

A global Finnish industry and trade conglomerate that does business in packaging, daily goods wholesale, technical trade and aviation. Wihuri Group operates in 30 countries. The company has 25 Cash-and-Carry wholesale stores around Finland under the name Metro.

Tel: +358 20 510 10

Email: info@wihuri.fi

Website: www.wihuri.fi

Other wholesaler with a wide variety of products

1) Tuko Logistics Oy

Tuko Logistics provides their customers with logistics and products. Serves 5,000 large-scale consumer customers, such as Wihuri's cash-and-carry stores, Heinon Tukku and industrial kitchens, as well as retailers.

Tel: +358 20 77 111

Website: www.tuko.fi/en

Tuko for suppliers: www.tuko.fi/en/suppliers

2) Suomen Palvelutukkurit Oy (Patu)

The company started its business in 1997 when a group of smaller private distributors/wholesalers joined their forces to form a national chain. The members of Patu have a shared marketing, domestic purchase and import. Customers include: public institutions, restaurants (also company restaurants...), hotels, bars and cafes, catering companies and retailers. The company offers everything from vegetables to frozen products, dairy products, bakery goods, canned foods, mill products, spices, juices and other beverages.

Website: www.palvelutukkurit.fi

3) Ålandsmejeriet Finland Ab Oy (Former: Ruokahertta Oy)

Ålandsmejeriet Finland Ab Oy is a wholesaler of foodstuffs to the retail and horeca sector. They also have their own production of dairy products.

Website: www.alandsmejeriet.fi

4) Makua Foods Oy

Makua Foods Oy is a company operating in the grocery sector. The company specializes in representing and distributing as well as manufacturing branded consumer goods on the Nordic market.

Email: info@makuafoods.fi

Tel: +358 19 576 8600

Website: www.makuafoods.fi

5) Helsinki Foodstock Oy

The company provides purchase and logistics services to the horeca sector and the food processing industry.

Tel: +358 207 716 550

Email (format): firstname.lastname@foodstock.fi

Contact list: www.foodstock.fi/yhteystiedot.html

Website: www.foodstock.fi

Examples of raw meat wholesalers

1) Dencon Foods

A Scandinavian catering company, specialized in meat. Also, supplies convenience food to retail stores and catering.

Tel: +358 10 281 3600

Email: denconfoods@denconfoods.fi

Website: www.denconfoods.com/en

2) Pan Nordic Meat

A Finnish meat importer that sells all kinds of meat to the retail and horeca sector. A list of contact information can be found on the website.

Tel: +358 20 7558 468

Website: www.tuontiliha.fi/

3) Norvida

Leading meat importer in the Nordic Countries. Committed to animal health, ethics and food safety.

Tel: +358 9 7740 410

Email: info@norvida.fi

Website: <http://norvida.fi/>

Biggest catering and food service companies

1) AVECRA

A company that offers service to restaurants, cafes and convenience kiosks in trains and at railway stations. They have on-board food services, and have a variety of restaurants at seven large train stations.

Tel: +358 30714

Email format: firstname.lastname@avecra.fi

Contact list: www.avecra.fi/en/contact-us/contact-information/

Website : www.avecra.fi/en/front-page/

2) Sodexo

A large company that provides food service and facility management, headquartered in France.

Tel: +358 10 540 7000

Email: neuvo@sodexo.fi

Website in Finnish: www.sodexo.fi

Website in English: www.sodexo.com/home.html

3) Fazer Food Services (Fazer Group)

A significant Finnish company that provides bakery and food services on top of manufacturing of sweets and other food products. Fazer Food Services has a total of 1200 restaurants in Finland and Scandinavia.

Switchboard: +358 20 729 6000

Website: www.fazergroup.com

4) HYY-Ravintolat

A student and staff restaurant group with 20 restaurants in Metropolitan Helsinki.

List of contacts: www.hypravintolat.fi/en/yritys/contact-information

Website: www.hypravintolat.fi/en

5) Leijona Catering

A catering company owned by the Finnish government. Handles, for example, food service for the Finnish Army.

Tel: +358 1043 20000

Email: info@leijonacatering.fi

Website: leijonacatering.fi

Examples of other catering companies

1) Starfood Finland Oy

A big catering company serving restaurants, cafes and supermarkets. Part of the Finnair airline. Also offers private label.

Switchboard: +358 9 818 2500

Email: tilaukset@starfood.fi

Website: www.starfood.fi

2) Multicatering Oy

Multicatering Oy imports high quality foods (conserved and frozen) for catering.

Tel: +358 207 415 200

Email: mail@multicatering.fi

Website: www.multicatering.fi

3) Casseli Catering

Casseli is specialized in catering services of big events and fairs.

Tel: +358 10 422 5950

Email: myynti@casseli.fi

Website: www.casseli.fi

4) Soupster

Soupster has different restaurants & bars, party rooms, catering activities and hospitality consulting. Specialized in corporate event catering services for 50 to 1500 guests.

Email: myynti@soupster.com

Website: www.soupster.com

Ethnic foods

1) Filos

E. Gavrielides Oy (Filos) is a Finnish family company importing foodstuffs mainly from Greece, Germany and Cyprus. The company was founded in 1986 and has been growing ever since. In 2008 the turnover was 8,6 million euro. Currently the company employs about 24 persons. Wholesaler to the horeca and retail sector.

Tel: +358 (0)9 2766 110

Email: info@egavrielides.fi

Website: www.filos.fi

2) Fine Foods Oy

A company specialized in ethnic food but they also have some other products like jams.

Tel: +358 20 155 6200

Email: myynti@finefoods.fi

Website: www.finefoods.fi

Vegetables

1) Salico

Offers prepared vegetables and fruit for restaurants (e.g. McDonalds) and large-scale kitchens.

Tel: +358 015 321 450

Email: salico@salico.fi

Website: www.salico.fi

2) Vihannes Pörssi

One of the biggest private wholesaler/distributors Vihannes Pörssi offers products from fresh vegetables and fruit to industrial food products, bakery products etc.

Tel: +358 9 862 10100

Email: vihannesorssi@vihannesorssi.com

Website: www.vihannesorssi.com

3) Kimmon Vihannes Oy

Kimmon Vihannes Oy is a family business which has expanded from fruit and vegetable wholesale/distributor to a company serving the retail, restaurant and professional kitchens. Offering everything from meat and fish to canned foods and mill products. Part of PATU.

Website: www.kimmonvihannes.fi

4) Vihannes Kolmio

A wholesale/distributor to the retail, restaurant and professional kitchens. Part of PATU.

Tel: +358 03 871 370

Email: info@palvelutukkukolmio.fi

Website: www.vihanneskolmio.fi

5) Kasvis Galleria Oy

Established in 1995, Kasvis Galleria Oy is a vegetable foods supplier that makes use of vegetables, fruits and berries to create unique vegetable dishes, ranging from hors d'oeuvre to desserts. Our customers include professional kitchens, hotels, restaurants and catering companies that value high quality and delicious taste.

Tel: +358 20 741 4414

Email: myynti@kasvisgalleria.fi

Website: www.kasvisgalleria.fi

Examples of companies importing alcoholic beverages

1) Servaali Oy

A large private importer of alcoholic beverage in the Finnish and Baltic region. They specialize in premium quality beverages. A part of Captol Group.

Tel: +358 9 4542 350

Email: sales@servaali.com

Website: www.servaali.fi/en

Website for Captol: www.captolinvest.fi

2) Uniq Drinks Finland

An importer of alcoholic beverages as well as distributor and marketer supplier brands in the Finnish market. A part of Heino group.

Tel: +358 20 717 010

Email: info@udf.fi

Website: www.udf.fi

3) Redbev

A Helsinki based company that imports and markets alcoholic beverages

Tel: + 358 9 6122 880

Email: info@redbev.fi

Website: redbev.camaso.com

Frozen foods

1) Snellman Pro (Ice-Cool)

Sells all kinds of frozen foods.

Tel: +358 06 7866 111

Email: asiakaspalvelu@snellman.fi

Website: www.snellmanpro.fi

2) Foodbrands Nordic Oy

Focuses on frozen food products, especially meat.

Tel: +358 20 755 8457

Email: info@foodbrands.fi

Website: www.foodbrands.fi

3) Suomen Iglu Oy

The company imports frozen products, all together they have 100 different products in their selection at the moment. The company also imports dry food products such as olives, salamis, and cuscus. They sell/distribute products to the industry, horeca and retail. The company has storage facilities in Finland. The company is already working with some Belgian companies.

Tel: + 358 9 2709 2990

Email: info@suomeniglu.fi

Website: www.suomeniglu.fi

4) Roll Foods Oy

Targets the whole horeca sector, sells especially frozen products. Has already 30 years of experience, distributes all over Finland. Products include meat, poultry and other frozen foods from confectionery to vegetarian. Has products from Finnish producers in their selection, but imports mainly from Germany and Denmark.

Tel: +358 10 423 3550

Website: www.rollfoods.fi

5) Alen OY - Frozen Bakery Products

Alen Oy is a rapidly growing sales company that produces, sells and markets frozen bakery products. The customers consist of catering, restaurants, Cash & Carry points of sale and retail stores. More info on the webpage.

Tel: +358 9 3434 3180

Email: info@alen.fi

Website: www.alen.fi

6) Mondo Fresco Oy

Mondo Fresco is an importer and wholesaler concentrating in high-quality and innovative frozen products. The company started the business in 2005 and covers products such as finger food, strudels, side dishes and desserts mainly serving the horeca sector's needs. The company delivers also to a few shipping companies and airlines. The company also develops products to the retail. The company puts emphasis on good, taste, high quality and security in deliveries. Mostly work with European producers.

Tel: +358 10 470 1310

Email: info@mondofresco.com

Website: www.mondofresco.com

Other

1) SeaGood Oy Fort Deli

Started the business in 1996. Imports specialty and unique food products. The company co-operates with many suppliers known throughout the world. They deliver to the biggest wholesalers, cash and carries and the retail market. Customers also include restaurants from fast food chains to institutional kitchens. Import countries: Netherland, Belgium, Germany, Hungary, Mexico, France, USA, etc.

Tel: +358 207 981 150

Website: www.fortdeli.fi

Email: tapio.tuominen@fortdeli.fi

2) Roberts Oy

The company serves the food industry especially with bakery products. They produce jams, marmalade and other berry products themselves.

Tel: +358 2 278 5000

Email: sales@roberts.fi

Website: www.roberts.fi/en/company

3) Unique Food Nordic Oy

The company concentrates on importing and subcontracting the manufacturing of dairy products. **They are looking to expand their selection with complementing products from different producers.**

Website: www.uniquefoodnordic.com

4) R-Menu Oy

A company specialized in ready-made snack food for the horeca. Also has own production.

Tel: +358 10 470 1339

Email: myynti@r-menu.fi

Website: www.r-menu.fi

5) Reuter & Stolt

The company is specialized in the import of chocolate, confectioneries and cake toppings. Import from all over Europe.

Tel: +358 207 419 378

Email: myynti@reuter-stolt.fi

Website: reuter-stolt.fi

Examples of non-food importer for horeca

1) E. Alhström Oy

Tel: +358 9 148 8998

Website: www.eahlstrom.fi

Email: asiakaspalvelu@eahlstrom.fi

2) Import Numero 1 Oy

Tel: +358 10 321 4000

Website: www.nro1.com

Email: noproblem@nro1.com

3) Ifestos Oy

Tel: +358 400 815591

Website: www.ifestos.fi

Email: info@ifestos.fi

4) Resta24 (Scanzon Group Finland Oy)

Tel: +358 9 4241 4115

Website: <https://www.resta24.fi/>

Email: asiakaspalvelu@resta24.fi

5) Kippo ja Kuppi

Tel: +358 20 111 555

Website: www.kippojakuppi.fi

Email: info@kippojakuppi.fi

6) Aada Huonekalut & Sisustus

Tel: +358 400-368 320

Website: www.aadasi.com

Email: asiakaspalvelu@aadasi.com

7) Oy Roltrade Ab

Tel: +358 10 322 0500

Website: www.roltrade.com

Email: roltrade@roltrade.com

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