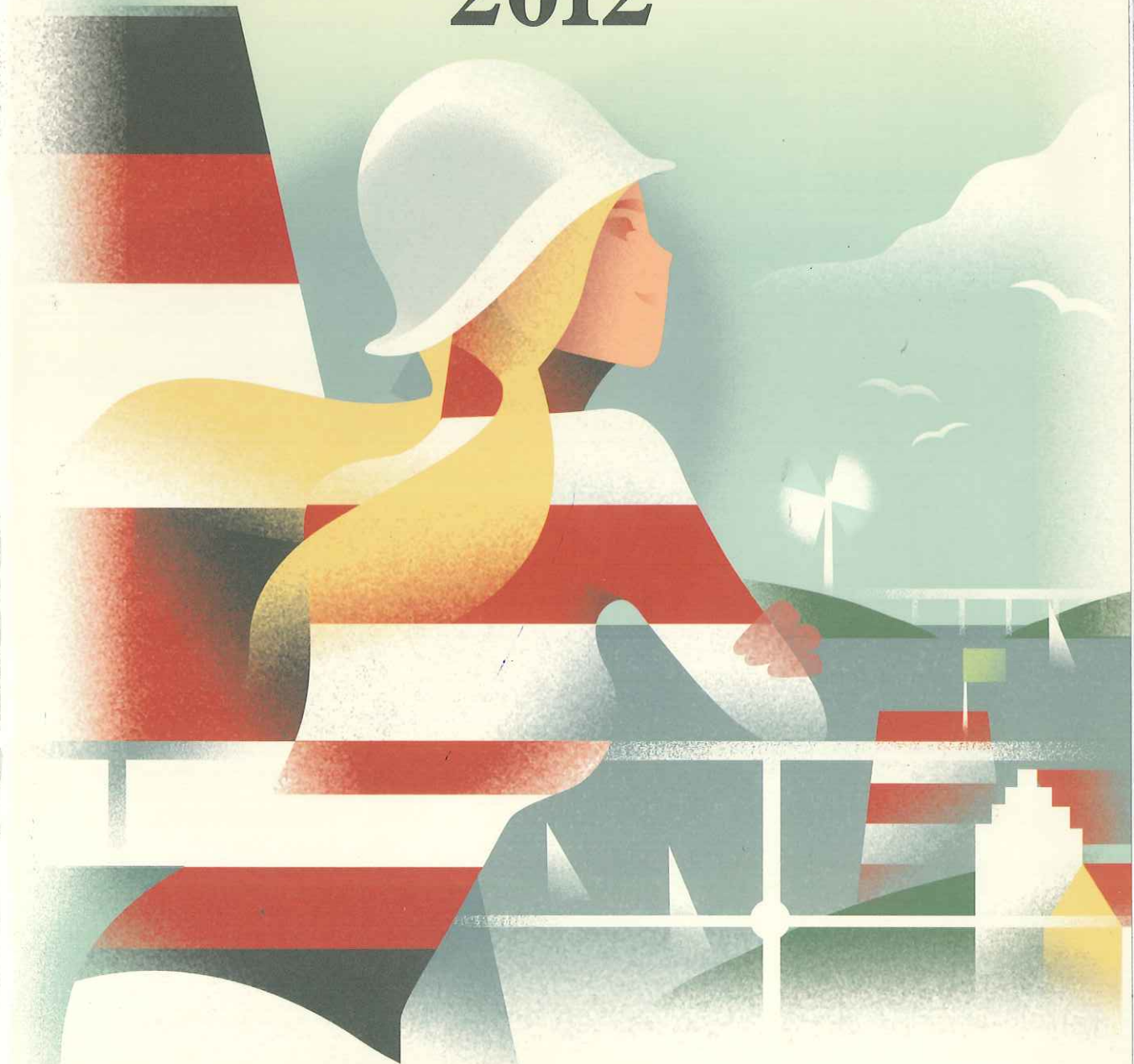




THE MONOCLE DENMARK SURVEY 2012



**Economy, transport, culture, retail, design, agriculture and tourism:
a national survey of the people and businesses driving Denmark's future**

AGRICULTURE & FOOD

Overview

Over the past 10 years the Danes have woken up to the extraordinary produce on their doorstep, inspired in part by the success of the Noma restaurant, but also by a small but fiercely determined, visionary group of farmers, chefs, brewers and food entrepreneurs. Today, the agriculture and food industry is the largest in Denmark, employing over 150,000 people or 11 per cent of the total labour force. This is still a country whose economy is to a large extent based on industrial agriculture – primarily intensively farmed pork and industrial grains – but food pioneers like the organic-food-box delivery company Aarstiderne and chef Claus Meyer, and organisations such as FOOD and the Nordic Food Lab, are re-packaging the New Nordic ethos for mainstream consumption. Copenhagen's glossy new food halls have crowned this decade of progress. We await the next decade with bated breath and hungry bellies. — MB

New Nordic cuisine

Outside of the capital

Though the international media has focused on the New Nordic food movement in Copenhagen (Michelin point blank refuses to go beyond the capital, for instance), there are now several interesting contemporary restaurants elsewhere in Denmark.

The most acclaimed is Malling and Schmidt, which recently moved to a "palacé" or mansion north of central Aarhus. "Jutlanders were a bit sceptical in the beginning," says head chef Thorsten Schmidt (pictured), whose wife, Rikke Malling, runs front of house. "But once they realised it's fundamentally about great flavours there was no problem." For him, there is no better location for a restaurant: "Jutland is where the produce is – every day I take a two-hour walk gathering produce from the beach, through a forest and to our kitchen garden. I want



people to have a little piece of Jutland when they eat at our restaurant."

Meanwhile, at the venerable Henne Kirkeby Kro, a thatched inn on the west coast of Jutland, an exciting young chef Allan Poulsen sources much of his produce from his kitchen garden or the heathland. And closer to Copenhagen on the island of Zealand, Dragsholm Slot is ploughing a similarly local, seasonal furrow with great success. — MB



Top 10 restaurants

Monocle's selection

1 Relæ The hottest recent opening in Copenhagen, with a good vegetarian menu. restaurant-relae.dk

2 Noma Named "best restaurant in the world" for two years running. To book, phone or email on the morning of the first of the month for a table three months hence. noma.dk

3 Henne Kirkeby Kro The brilliant young chef Allan Poulsen serves Danish food with ingredients from his Jutland kitchen garden. hennekirkebykro.dk

4 Schønnemann This lunch-only cellar restaurant in Copenhagen offers the finest version of open sandwich, smørrebrød. restaurantsschonnemann.dk

5 Malling and Schmidt More than keeping up with Copenhagen, this is Jutland's leading modern Nordic restaurant. mallingschmidt.dk

6 Nordisk Spisehus Malling and Schmidt's more affordable bistro for those wanting to dip their toe in the New Nordic food movement. nordiskspisehus.dk



7 Dragsholm Slot Were it in Copenhagen, this castle hotel in Odsherred would have at least one Michelin star for its elegant cooking. dragsholm-slot.dk

8 Geist Bo Bech had a Michelin star but gave it back to open this smart venue on Kongens Nytorv (top, left). It's been full since. restaurantgeist.dk

9 Kadeau On one of Bornholm's finest beaches, Kadeau epitomises the island's foodie credentials (top). kadeau.dk

10 Radio It's just opened but with Noma's Claus Meyer in charge we're sure it'll meet expectations (above). restaurantradio.dk — MB

TOURISM

Overview

Denmark is a land of 400 islands and 7,500km of coastline. Therefore you are never more than 50km away from the sea with many tourist attractions within just a few hours' drive. However, the tourism industry is currently experiencing difficulties, with the conference sector being particularly troubled by high room rates and lack of proper business hotels, which have led more Danish companies to organise conferences in Sweden. According to Preben Nesager, executive of hotel chain Comwell, VAT is a hindrance to competition with foreign hotels. But Denmark remains an attractive destination. The wide-open beaches along the west coast of Jutland are strikingly appealing, with huge drifting sand dunes and fresh sea air offering a sense of escape and adventure. The area around Klitmøller is considered Europe's ultimate windsurfing spot. Golf and horse riding are attracting foreign visitors, and there are well-developed routes for hiking and cycling. — NG

Cold Hawaii

A fresh surf spot

An inspired exercise in regional rebranding from the Thisted commune in the fishing town of Klitmøller on the far west coast has created a water sports haven under 2007's "Cold Hawaii Masterplan". Now on the world map with competitions such as the PWA World Cup, young families are flocking to the area and public works are seeing a waterfront overhaul. — JO



Top 5 hotels

Slumber in style

- 1 Falsled Kro** (above and far right) This 19-room manor hotel with outstanding gourmet cuisine was renovated and reopened in 1971 in the hands of the Grønlykke family who also own upscale Løgismose food brand. falsledkro.dk
- 2 Nimb** (top left) Copenhagen's first boutique hotel. No expense

Bathing hotels

Saltwater retreat

With spread-out beaches from Rømø to Lolland and Falster, Denmark provides endless bathing opportunities. The *badehoteller* are equipped for year-round use offering cosy evenings by the fire and relaxing walks along the coast.

Helenekilde, Tisvildeleje

Nestled in the midst of Zealand's rolling dunes, this 1904 hotel (pictured) has classic interiors and top-notch service. helenekilde.com

Henne Mølle Å, Henne

This protected seaside hotel, designed by Poul Henningsen is at the mouth of Henne Mølle Å river at the North Sea. hemmemoelleaa.dk



Svinkløv, Fjerritslev

With magnificent views over the North Sea, the cosy Svinkløv is minutes away from the beach. — NG svinkloev-badehotel.dk



was spared in creating this opulent Moorish-style fantasia. nimb.dk

- 3 Radisson Blu Royal** Known as the SAS Royal, Arne Jacobsen's 1960 masterpiece still has the power to charm with its modernist narrative. radissonblu.com

- 4 Hotel Alexandra** Immerse yourself in iconic mid-20th century Danish furniture at this

exquisitely understated hotel. hotelalexandra.dk

- 5 Dragsholm Slot** Tucked away on the northeastern coast of Zealand, this castle hotel boasts one of Denmark's finest restaurants. dragsholm-slot.dk — MB

Monocle's fix: Use the Danish design heritage to create cosy rooms with a sense of location and build more business-oriented hotels.