

## Flow Festival is a pioneer in responsible festival food

Flow Festival's diverse and high-quality food selection is based on responsibility, innovative concepts, and bold flavours. The restaurant collection, emphasising vegetarian and local food, includes fine dining novelties, beloved festival favourites, and flavours from around the world. In total, the festival features over 40 restaurants and 20 bars.

Flow Festival is committed to the principles of sustainable development and constantly seeks innovative ways to make the festival more responsible. As a result, in 2022, the festival completely eliminated red meat and poultry from its food selection. The research project <u>Flow Impacts</u>, conducted in collaboration with an expert company for a sustainable future, D-mat, proved that as a result of this change, the climate impact of food consumed at the 2022 festival was nearly half as small as in 2019.

Encouraged by the positive research results, red meat and poultry will not be offered this year either. Additionally, each restaurant offers at least one vegan dish, and there are also fully vegan restaurant concepts available. Flow Festival also provides its restaurants with Sustainable Meal training to support sustainable development. Each restaurant serves a special, ecologic Sustainable Meal portion, and based on ecological evaluation and panel tasting by food experts, one dish will be declared the Sustainable Meal Winner. An audience's favourite Sustainable Meal dish is also chosen by popular vote.

Flow brings Helsinki's best fine dining experiences to the festival. Among them, for the first time, is top chef **Henri Alén's Fiasco?**, offering Italian food with a creative twist. **Boon Nam**, inspired by Bangkok's street food and helmed by **Tomi Björck**, is also joining the festival. Another addition is the legendary **Ragu** with its unique concept **BURN&SHINE**, and **Shinobi**, where classical and contemporary elements of Japanese cuisine blend in a sophisticated yet relaxed style. Additionally, **The Glass**, which won the Sustainable Meal audience vote last year, is returning to Flow with its authentic Nordic bistro.

Other new restaurants at Flow include **Sushibar + Wine**, the first carbon-neutral sushi restaurant in the Nordic countries, **Teemu Aura Patisserie** with its delightful pastry van **Pullabiili**, and **UUNO**, the first in Finland to make Roman-style pinza pizzas. New additions are also **Gold&Green® Tasteland** with their pulled oats delicacies and **Kamome**, offering Japanese specialities.

Returning favourites at Flow Festival include the beloved neighbourhood restaurant **Way Bakery**, last year's Sustainable Meal competition winner **Loi Loi** with their new menu, and Finland's first 100% vegan burger restaurant, **Bun2Bun**. Additionally, **The Bao**, led by top chef **Mikko Kaukonen**, which charmed last year's festival-goers, Helsinki's first ramen restaurant, **Fat Ramen** and plant-based **MUU** with their vegan menus, as well as **Oddlygood Tasteland** with their iced coffee treats are making a comeback at the festival.



Flow Festival's main partner, **Heineken Silver**, prominently introduces a fresh new version of the classic beer at the festival. Additionally, the festival's beverage selection includes two **Lanson** champagne bars, **Hartwall's** Wine Garden serving quality wines, and numerous other bars with diverse options ranging from craft beers to refreshing non-alcoholic alternatives.

## Flow Festival's restaurants for 2023 are:

Adzika Georgian Street Kitchen, Anton&Anton, Ape Gelato, Bali Brunch, Boon Nam, Bun2Bun, Calamari by Pobre, Casa Moro, Crusty Pizza, Dub Burger, Eat Poke, Fafa's, Fat Ramen, Fiasco?, Fisu & ranet, Friidulicious Ice Cream Bar, Gold&Green® Tasteland, Herkkä Hot Dog, Kamome, Kimchi Fries, Levant, Loi Loi, Lopez y lopez, MUU, Momo House, Oddlygood Tasteland 2.0, Ônam, Patisserie Teemu Auran Pullabiili, RAGU | BURN & SHINE, Sanga Foodtruck, Satama's Taco Bar, Seksico Tacos, Shinobi, Social Burger Joint, Sourdough Pizza Crew, Spiraalisipsi, Stockfors Coffee Roasters, Sushibar + Wine, Thai Papaya, The Glass, Uuno, The Bao, Way Bakery, and XOXO Sompasaari.

Read more on Flow's restaurants and bars: <a href="https://www.flowfestival.com/en/services/food/">https://www.flowfestival.com/en/services/food/</a>.

Flow Festival takes place for the last time in its current location at Suvilahti, Helsinki, on the 11th–13th of August, 2023. The festival will host around 150 artists. Already announced acts include **Lorde, Blur, Wizkid, Kaytranada, Christine & The Queens, Tove Lo, Devo, Pusha T, Caroline Polachek, Suede, Moderat,** and many more.

See the program for Flow Festival on the website: <a href="https://www.flowfestival.com/en/artists/">https://www.flowfestival.com/en/artists/</a>.

The main partner for the year 2023 is Heineken Silver. Other partners are Polestar, YouTube, Vaasan, Oddlygood, Lanson, POOL by Antilooppi, the City of Helsinki, and Tietoevry. Media partners are Helsingin Sanomat, Clear Channel, Radio Helsinki, Finnkino, and Resident Advisor, and production partners are Creative Technology, Sun Effects and Stopteltat.

www.flowfestival.com www.instagram.com/flowfestivalhelsinki www.facebook.com/FlowFestival www.twitter.com/FlowFestival

## Tickets:

Ticketmaster www.ticketmaster.fi

Tiketti <u>www.tiketti.fi</u>
3-day ticket: 239 €
2-day ticket: 189 €
1-day ticket (sat): 135 €
1-day ticket (fri & sun): 119 €

3-day Gold ticket: 345 € 1-day Gold ticket: 189 €

Prices are applicable for the time being. Prices include the service charge.

Press photos: <a href="https://www.flowfestival.com/en/flow-festival/media/">https://www.flowfestival.com/en/flow-festival/media/</a>

Media accreditation: <a href="https://gest.fi/customers/aedhjf/5088?lang=en">https://gest.fi/customers/aedhjf/5088?lang=en</a>

**Additional information:** 

Flow Festival
Press Officer Eeva Palmén
<a href="mailto:eeva@flowfestival.com">eeva@flowfestival.com</a> / +358 40 613 9933

PR in the UK
The Zeitgeist Agency
Jamie Muir / jamie.muir@zeitgeist.co.uk

PR in Europe
Dawn Creative Agency
Chanel Kadir / <a href="mailto:chanel@dawncreative.agency">chanel@dawncreative.agency</a>

