

## **Vision for the King's Pantry**

**Nyborg Castle was, for centuries, the motive power behind food production on eastern Funen. Throughout the Middle Ages, the king met with his parliament at Nyborg Castle, and later developed the town into what can be called the first capitol city of Denmark. It was a great event when the king and his followers arrived. There was need for food and drink in large amounts from the King's Food Cupboard, and the Nyborg area was especially good at supplying this need.**

The royal Nyborg fiefdom covered almost half of Funen and was one of the few fiefs that belonged to the King's Food Cupboard. This meant that farmers and food producers in the fief paid taxes in the form of crops and produce or products directly to the King's court. They thereby have an almost 800-year old tradition of delivering their wares to Nyborg Castle and the Danehof parliament. All food producers on eastern Funen now have the chance to be part of this tradition again.

### **Food production, the events economy and storytelling**

Stories from the olden days are standing in line, waiting to be reborn, used and told in a new context under the heading "The King's Food Cupboard". The food culture of eastern Funen is full of possibilities and significance that Nyborg Castle, because of its history and heritage, can set into play. It is a good idea to develop a food network in connection with Nyborg Castle, which will take advantage of, and deliver, the historic tie-ins for product development, events, tourism and sales. The project called the King's Food Cupboard is a way to make cultural heritage come alive, bring history into the present and into the immediate neighbourhood. It is a venture that can be used to advertise products, food producers, eateries and history from eastern Funen. It will also bring the World Heritage Site project out to all corners of eastern Funen.

The big story that will make Nyborg Castle and town a worthy candidate to be placed on UNESCO's list of irreplaceable historical sites, can also be used as a starting point for combining food production, the event economy and storytelling in marketing the food products of eastern Funen. At the same time, it will help to spread the word about the experience of visiting eastern Funen and about the history of Nyborg Castle.

A food network with a big cultural institution as its pivotal point is a unique and innovative way to rethink food development and sales; the development will happen between an independent institution and private companies who have to find common ground in their business practices, product development and sales of products and their stories.

### **Support from the Ministry of Business and Growth (or is it the Ministry of Food, Agriculture and Fisheries?)**

Nyborg Castle, along with the Knowledge Centre for Agriculture, has received 570,000 Dkr. in subsidies from (which ministry?) to establish and develop the Food Network at the King's Food Cupboard, which is an idea and a vision. It can be used as a starting point for the job of spreading knowledge of history, of marketing food products in eastern Funen and including the food producers of eastern Funen in the World Heritage project. The goal is, among other things, to create new products and taste experiences with their origins in the history of the King's Food Cupboard. Under its banner, the pivotal point is eastern Funen and the history of Nyborg Castle and town, which was the centre of royal power in Denmark's Middle Ages, the meeting place of the parliament and the planned residence of kings.

To investigate and create new sales channels for food producers.  
To create whole new concepts and synergies between primary producers, food businesses and cultural institutions.

Under the heading The King's Food Cupboard, a unique food market/ harvest market can be created in connection with the annual Battle Days at Nyborg Castle the 2nd weekend in September.

### **Unique Brand**

It will be a unique brand, that no one can take away from Nyborg Castle or eastern Funen. As a member of the King's Food Cupboard, one can be a "Purveyor to the Danehof Parliament", a title that is both funny and at the same time reminds us that food producers on eastern Funen undeniably delivered their crops and wares to the king and the members of parliament - the Danehof - when they met in Nyborg. The titles "The King's Food Cupboard" and "Purveyor to the Danehof Parliament" will be copyrighted along with their logos.

We want to start up the King's Food Cupboard in 2013 with three food events in the Great Hall at Nyborg Castle as a buildup to the big food market in September. Local growers and producers will present their products, sell them and meet customers. Local chefs (Rasmus Kirk Henriksen, from Restaurant Teglværksskoven) will prepare food and tasting samples based on local produce, products, etc. while the fireplace crackles in the background and candles are lit in the same Great Hall where the king ate local products from the King's Food Cupboard in the Middle Ages. These events will coincide with the changing seasons, winter, spring and summer, before the big harvest market.

The perspectives are myriad and grand. Producers from eastern Funen will be able to brand their products uniquely, in a way that will put them on the map, and not just in Denmark. This brand will give producers their own central placement in the local supermarkets - eventually throughout the country. Special food itineraries for experiencing both produce on the farm, tasting and food history can be created, where farms, businesses, restaurants and cultural institutions cooperate with each other. Participants in the network are not in competition, since the common advantage of promoting the brand of the King's Food Cupboard unites them. It is an obvious further step to develop teaching materials, which both tell about history and background, but also focus on locally produced foodstuffs.

A common online portal can be offered by the website [www.danmarksrigeshjerte.dk](http://www.danmarksrigeshjerte.dk), which is the World Heritage project's website. It can present the background for The King's Food Cupboard and the participants in the network. It can be the central place where information on participants, events, teaching, food itineraries, etc. is available as the project develops.