

The King's Pantry Law

Nyborg, April 2013

The King's Pantry is a food network established at Nyborg Castle for food producers, specialized food stores and restaurants on Funen.

Mission:

The purpose of the King's Pantry is to spread knowledge about, and to strengthen the foundation for, Nyborg's unique medieval history and its World Heritage project, on Funen and across the country. The authentic history of the King's Pantry is the framework used to focus on, and to attract attention to, Funish quality foods, restaurants and cafés, food experiences, food traditions and food history. The target group is consumers, both locally, nationally and internationally.

Vision:

The goal of the King's Pantry is to establish a strong food network with the participation of a broad selection of Funish food producers, eateries and more, which in cooperation with Nyborg Castle, creates new food experiences and products with focus on quality foods, anchored in the unique history of eastern Funen.

The King's Pantry will, as a network and a brand, contribute to increasing knowledge about the food products of eastern Funen and the area's history. The network will open new possibilities for development of present-day products with an historical perspective, and set the groundwork for events, sales and tourism, which will benefit all those involved, and benefit Funen in general.

We will make sure that consumers (locals as well as tourists) connect the concepts "Member of the King's Pantry" with quality, a sense of Funish history and of products belonging to a worthwhile network.

We will strive to assure that consumers, both Funish and Danish in general, through their food experience, will get a greater understanding of, and involvement in, their historical background, as well as greater knowledge of locally produced high-quality food.

Framework and conditions:

The food network "The King's Pantry" has its base at Nyborg Castle.

Nyborg Castle and the town of Nyborg offer a visible and alternative historical platform for information and for showcasing the network's products in a historical context. These will take the form of seasonal markets, dinners at the castle and a close connection with the World Heritage Site project, "The Heart of the Kingdom of Denmark".

Nyborg Castle (museum) offers the members of the network assistance with the historical background of their products, so they can find the right story for each product. Nyborg Castle will give members inspiration for the revitalization of historical ingredients, methods of preparing and preserving foods and, for example, with product development.

Nyborg Castle develops, owns and administers the logo of the food network. There is a landing page at www.Kongensfadebur.dk under the World Heritage Site project website: www.danmarksrigeshjerte.dk.

Nyborg Castle creates informative printed materials about the network and its activities, particularly about dinners and other food events, which combine cultural background with information about products and producers from the King's Pantry.

The King's Pantry as a brand

The logo of the King's Pantry is a registered trademark, owned and administered by Nyborg Castle/ The Museums of Eastern Funen. In addition, the network uses the title: "Member of the King's Food Cupboard" and "A product from the King's Pantry". As a graphic design, the logo consists of three barrels with a crown above them and the text underneath reading: "The King's Pantry". The colours used are black and red, and the logo exists in several variations - see the Design Manual.

The logo, as well as the title "Member of the King's Pantry", may be used by all network members in their general marketing, for example on their websites, in brochures, on banners, market stalls and posters.

Primary products from network members, such as fruit, vegetables, or honey, may, with the consent of Nyborg Castle, use the logo of the King's Food Cupboard on their labels.

Products (existing or newly developed) where an historical background story has been included in labeling, may write "A product from the King's Food Cupboard" on their labels.

Graphic design and use of logo: see the Design Manual.

Producers pay for the development and production of labels and packaging for their products.

Membership of the King's Pantry

Nyborg Castle staff evaluate whether a food producer, a restaurant or similar food business can become a member of the King's Pantry with the right to use the title "Member of the King's Pantry" and with the right to use the network's logo.

Nyborg Castle staff evaluates whether products from the network members can be labeled "From the King's Pantry" and have the right to use the network's logo.

As a member of the King's Pantry, you can:

Use the logo from the King's Pantry and use the title "Member of the King's Pantry" in connection with products or production methods that are the basis for membership of the network, in compliance with the Design Manual created by Nyborg Castle.

Have the possibility to participate in a network that focuses broadly on quality food products seen in an historical context.

Have the possibility to get inspired and assisted in how to include the history of eastern Funen into the development of your business and your products.

Have the possibility to brand your business in a new connection and reach a broader customer base.

Get inspired to develop new products and create new sales channels based on tie-ins with the history of eastern Funen.

Members of the King's Pantry are characterized as:

They are either producers of quality foodstuffs, professional users or sellers of Funish-produced or Funish-processed foods, or in another way are advocates for Funish quality foodstuffs or Funish food traditions.

Members live on Funen or nearby islands. There is a primary focus on producers within the old Nyborg Fief, which means present-day eastern Funen, and the islands of Tåsinge and Langeland; this comprised the royal fiefdom's food supply area.

The network's focus is on locally produced or processed foods. Ingredients or products that are not grown on Funen and nearby islands can still be a part of the King's Pantry if they to a great extent support the story behind the network, and live up to the standards of quality.

Members of the King's Pantry are quality-conscious and are willing to strive for food quality. Their products and production methods are characterized by a special quality, comprised of several of the following aspects:

The products give an exceptional taste experience, or have a special eating quality. The product is fresh or newly harvested. The product has seasonal relevance. The product is tied

in with a certain authenticity or identity. The product is organic. Production is carried out under the principles of sustainable agriculture. Production takes special care for animal welfare. Production has a hand-made aspect and personal quality control. There is traceability from start to finish.

The owners of the business or other trained personnel participate in the production process or supervise it, and the product is traceable from the grower to the consumer.

Members are conscious of the historical context the network, the products and the events are part of, and are interested in actively spreading awareness of the products' history and of the network.

Members are kindly disposed to cooperate with Nyborg Castle in developing the historical angle and the story that suits their product or business.

Members participate and furnish ingredients for the food events of the King's Pantry held at Nyborg Castle.

They participate alone or with others from the network at market events, or are represented by their products at these events:

Danehof Market (the first weekend in July), Days of Battle and Harvest Market from the King's Pantry (second weekend in September), Christmas in the old Royal Town (second weekend in December).

They participate in workshops for the network, arranged in cooperation with Nyborg Castle.

Disqualification from the network

Nyborg Castle can decide that a member can no longer be part of the network or use the network's brand and logo, participate in activities, etc., if the member in question:

No longer produces the product that their membership was based upon, or grossly or repeatedly abuses the laws that govern the practice of their business, including ignoring directives from the food authorities or grossly or repeatedly ignoring the conditions that govern the use of the King's Pantry's brand and logo.