



## Stockholm trend tour by Leaders Club Belgium

**Välkommen in Stockholm...** At the moment, now that Nordic cuisine is "hotter than hot" and Scandinavian design is influencing many interiors, it's time to visit this Swedish city with 900,000 inhabitants. Stockholm is a sophisticated city, where water, culture, design and gastronomy play an incredibly important role.

Together with some local friends in Stockholm and the help of Duni and Electrolux I have put together a fantastic three-day trip, from Thursday, June 14<sup>th</sup> to Sunday June 17<sup>th</sup>.

At the moment there is still plenty of work to be done on the ultimate scenario and program but most of it is pretty much fixed.

Please note that there is only room for **20 members** and that a maximum of 2 places per member is available.

Reservations no later than Thursday, June 7<sup>th</sup> through [info@leadersclub.be](mailto:info@leadersclub.be)



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**Leaders Club Belgium VZW**

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## **Flights**

Flights are not included in the price and have to be booked by you yourself.

Flights to Stockholm can be booked via SAS airlines  
(currently at about 250 Euros) [www.flysas.com](http://www.flysas.com)

Departure from Brussels and arrival at Arlanda Airport, at 30 minutes from the hotel (depending on traffic)...

Taxi about 500 SEK

Brussels Airlines  
(currently at about 350 Euros) [www.brusselsairlines.be](http://www.brusselsairlines.be)

Departure from Brussels airport and arrival at Bromma airport (Stockholm)  
at 20 min. from the hotel (depending on traffic).....

Taxi about 350 SEK

The taxi market in Stockholm is free so best take Taxi Stockholm 15 00 00 00  
because they charge a normal rate. You can pay by credit card in almost all taxis.

SEK Swedish Crown 100 SEK is 11 euro

Make sure you have Swedish Crowns with you in advance.



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## **Cost of the trend tour Stockholm**

600 Euros per person based on double occupancy, 800 Euros per person based on a single room.

This trend tour includes:

Guidance, 3 nights in a 4-star hotel, taxes and breakfast. Transportation costs on the days of the tour and associated with the tour. 2 lunches, 3 dinners, stops and drinks at different places. Documentation and exclusive extra tips for Stockholm are also provided for the participants.

*Nightlife, accompanying drinks and taxis not included. Air travel and taxi to and from the airport to be arranged by you yourself.*

## **Hotel**

Our Hotel in Stockholm is the **Elite Eden Park Hotel** - Sturegatan 22 - Stockholm

A new four star hotel, centrally located with two restaurants.

Miss Voon & Gastro pub The Bishop Arms. Both restaurants are run by the F12 group (one of Stockholm's leading restaurant groups)  
Breakfast is included!

<http://www.elite.se/eng/edenpark>



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## **Provisional program**

The program for Thursday is final.  
Friday and Saturday we're still finalizing – a matter of timing.  
The things mentioned are included in the program but we are always subject to changes or modifications.

### ***Thursday, June 14<sup>th</sup>***

Duni welcomes you to Stockholm!  
This Thursday is dedicated to our arrival in Stockholm and the partnership with Duni.

Duni is a purely Swedish company specializing in table furnishings and professional solutions in the field of packaging for our industry. They are also an active member as a partner of Leaders Club Belgium. [www.duni.com/nl](http://www.duni.com/nl)

**Jack Mulders and Göran Stierna** of Duni will take us on tour on the first night and Duni will provide a wonderful aperitif and dinner in two restaurants of the F12 group\*

"Get together" for a drink at 17.30 in the Bishop Arms (the Gastro Pub of the hotel)

Then we will proceed to Kött Baren and Grill on foot. This evening is offered by Duni.

"Melker Andersson is, together with his partner Danyel Couet, running the restaurant group Grupp F12 with well known restaurants like Fredsgatan 12 (one Michelin star), Grill, Smak, Kungsholmen and Le Rouge. (they have 14 restaurants at the moment) Melker has also written a number of cookbooks and is a well known profile from different cooking shows on TV. He has been honoured for his cooking and entrepreneurship with for example the Tore Wretman Gold medal, Hall of fame (2009), Chef of the chefs (1995, 2005, 2006) and a silver medal in Bocuse d'Or (World championship for chefs 1995). He is now starting yet another exciting project – the restaurant chain Vigårda Barbeque and has also just opened a great bar called Kött Baren..."



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**Friday, June 15<sup>th</sup> and Saturday, June 16<sup>th</sup>**

Breakfast at the hotel.

On these two days we will be visiting among others:

**Östermalms Saluhall**: let us say the Boqueria of Stockholm with beautiful products and a lively atmosphere.

We make a tour in the **Södermalm** area. Currently the hippest / most alternative area Stockholm where small, creative entrepreneurs are creating some fresh air in Stockholm.

We will have lunch here in the incredibly cool **Nytorget Urban Deli** and one of the owners will give us an insight in their concept. (cafe, bar, restaurant, deli, etc.)

We will walk past **Café String**, make a short stop at **Chokladfabriken** and look at the **Rival hotel** of Benny Anderson (remember Abba J)

Also on the agenda is a unique shopping mall, **MOOD stockholm** where next to beautiful shops with many local brands some wonderful hospitality concepts are present, such as **Vigarda, Café Egoiste, Boqueria and Juiceverket**. Vigarda is the latest fast food/fast casual concept of Melker Andersson of the F12 group and can at least be called original. I love it!

On the way there or back we will also briefly visit (for cycling enthusiasts among us) the **Bianchi Cafe and cycle shop**. Beautiful Italian bicycles and of course coffee...

Electrolux is also a fully Swedish company and their headquarters is in Stockholm. [www.electrolux-professional.be](http://www.electrolux-professional.be)



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**Bas van Montfoort van Electrolux Belgium** will be our host on Friday or Saturday evening and will take us to an original dinner location. This way Electrolux wants to show its role in the world of hospitality and gastronomy. Few people actually know that top kitchen brand **Molteni** is part of Electrolux. To be continued...

Also planned is a "get together" with another hero of the Stockholm restaurant industry: **Pontus Frithiof**. Pontus has two wonderful restaurants we will visit. The very beautiful and cosmopolitan restaurant&bar **Pontus** and the beautiful waterside location **Pontus by the Sea**.

Hopefully icon **Carl Jan Granqvist** has time to receive us in his **Grappe**... a striking professor with a penchant for hospitality/wine/dance...  
To be confirmed J

There are also some nice hotels on our list with at the top The Story Hotel, Hotel Lydmar, Berns, The Grand Hotel and Nobis. Also the fish brasserie B.A.R. will be visited. This is a nice interpretation of a contemporary Scandinavian brasserie where you can pick your own fish and where taste is preferred above presentation.

Of course also attention will be given to classics, culture, water and cocktail bars...

Nightlife tips will be available and a complete list of restaurant and bar tips will be handed out to the participants upon arrival.

The nice thing is that there is so much to see and do in Stockholm that most of you will want to return there soon... at least make sure you do not miss this trend tour.

Until June 14<sup>th</sup>  
Kasper Stuart



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## Newsflash Trend Tour Stockholm "The Cube"... by Electrolux

Dear friends,  
Esteemed members of the Leaders Club,

We are wrapping up the last details for our unique trend tour to Stockholm (from June 14<sup>th</sup> to June 17<sup>th</sup> 2012). With great pride we announce a unique addition to the program.

Thanks to the fine cooperation with **Electrolux**, we will be enjoying a completely exclusive gourmet lunch on Friday afternoon in **The Cube**... which will be erected on the roof of the Stockholm Opera building...

With a combination of pioneering design, a fantastic kitchen and stunning locations The Cube by Electrolux takes gourmet dining to an entirely new level.

...



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Two temporary structures with a spectacular design are travelling through Belgium, Italy, Russia, Switzerland and Sweden and will appear near some of the most famous sights of Europe.

Check out this youtube video to get an idea of what to expect!

<http://www.youtube.com/watch?v=l-EauJVBTqQ>

The design heritage of the Electrolux brand is reflected in the design of The Cube. Fully transparent and composed of glass, surrounded by a white, laser-cut aluminium layer. Except for the floors, everything is white.

The interior is white Corian™ in combination with matt and glossy lacquered wood. The wooden floor and the carpet under the table give extra warmth and atmosphere. The outdoor terrace provides an exclusive view over the whole area.

The entire structure covers an area of 150 m<sup>2</sup> and weighs 60 tons. The gourmet part is always provided by top (star) chefs with a unique vision on what enjoyment at a high level should really be... who will be cooking for us in Stockholm, will remain our little secret for a while...

A small foretaste of what it was like in Brussels

<http://www.youtube.com/watch?v=cAwhKPCIMn4>

or have a peek at

<http://www.electroluxdesignlab.com/2011/04/the-cube-by-electrolux-pops-up-in-brussels-belgium/>

There are still some places available for Leaders Club members for the trend tour in Stockholm and all information can be reread **here**

<http://www.leadersclub.be/nl/kalender/p/detail/trendtour-stockholm-van-donderdag-14-t-e-m-zondag-17-juni-2012/1>

It will be a unique three-day...

See you in Stockholm!  
Kasper Stuart



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