

SNÆFELLSNES

BRAND BOOK

JUNE 2022

INTRODUCTION

What is a destination brand?

A good destination brand helps us reveal the true values and spirit of our place. It helps people connect emotionally to our region by revealing the essence of Snæfellsnes and what makes it special. And it describes what gives us as locals a sense of belonging here. This brand book offers us the tools to express our destination brand to the world so that others feel welcome among this unique landscape too.

Join us on a journey through the strength of our landscape, and the warmth of our people. Together we bring the Snæfellsnes brand alive...



HOW WE GOT HERE

What is our journey?

Our journey began with a series of workshops with key stakeholders within the Regional Park, drawing out insights and discovering what makes this place unique. We set this research against a wider context of other destination brands within Iceland and beyond to discover a distinctive space for Snæfellsnes to occupy. This is our creative idea: what we offer to our target audience.

The brand promise sets out our unique story and offer to the world. Within this, the 'creative idea' informs the development of our visual identity, designed to express our values and personality. This visual identity is applied to a range of design applications, from digital, to printed materials and events, to communicate what makes us special in a coherent way. Most importantly, the brand lives through us, the people that use it. So brand masterclasses help us all become fluent in how to use our brand to full effect across trails, food and social media.



OUR COLLABORATORS

Who can use the brand?

This brand book may be used by many different collaborators:

- Designers and marketers working directly with the brand for promotional purposes
- Local business owners keen to speak with a unified voice about what Snæfellsnes means or hoping to use the brand to promote their own products
- People of Snæfellsnes who want to contribute to telling the story of the place and promote the strengths of the region with pride



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PART 01

BRAND PROMISE

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THE BRAND CHALLENGE AND OPPORTUNITY

What is the context and why is now our moment?

The environments we live in shape who we are and our sense of belonging.

Snæfellsnes has an abundance of space framed by imposing landscapes and ink blue seas that load us with energy. It has a tactility that soothes the burnout that many people are experiencing, creates new possibilities for our younger generations, and offers an experience for guests pursuing something real and enduring.

We're moving into an era where we are seeking to forge deeper connections with our roots, with the places we visit and with each other; We will use air travel for less frequent and more meaningful trips; and take advantage of working anywhere. This region is the very epitome of a homeland that's suited to this new age, and a destination that requires a stay longer than a weekend to fully appreciate the unique culture, food and landscape.

Now's the right time to bring the unseen gifts of your region into view.



OUR TARGET AUDIENCE

Who should the destination brand appeal to?



INHABITANTS

Those of all ages, but especially young people wanting the opportunity to live in Snæfellsnes to sustain our future.



GUESTS SEEKING SOMETHING DIFFERENT

To experience local life in an 'off the beaten track' place.

THE BRAND PROMISE

What is our unique offer?

A group of people are sitting on dark, jagged volcanic rocks along a rocky coastline. They are dressed in winter clothing, including jackets and hats, and are looking out towards the sea. In the background, a fishing boat is visible on the water. The sky is overcast and grey. The overall mood is serene and contemplative.

**FRIENDSHIP
FORGED
IN FORTITUDE**

THE BRAND PROMISE

What is our unique offer?

Friendship forged in fortitude.

Snæfellsnes is a place where the weather lashes the landscape to shape a brutal beauty. A beauty that has been forged over millions of years, with a culture that feels ahead of the curve. From razor sharp mountains and ink blue seas – Snæfellsnes charges us with strength and fortitude. It's a magnetic energy that can be seen, felt and heard.

This bountiful and boundless landscape is the bedrock of our culture. Our food and folklore, crafts and customs all pay homage to the land and sea.

It is a land that has shaped us into a passionate and resilient community brought together within this magnificent place. We are at one with the landscape and each other, with a warmth that unites us and welcomes all.



THE CREATIVE IDEA

What captures our personality and drives our thinking?

**THE STRENGTH
OF THE LAND**

Our driving ethos...

- POWERFUL
- MAGNETIC
- RUGGED
- RESILIENT

**THE WARMTH
OF THE PEOPLE**

Our supporting ethos..

- WARM
- LOYAL
- UPLIFTING
- COOPERATIVE











REASONS TO BELIEVE

What are the truths and facts underpinning the brand promise?

LAND AND SEA ASSETS

→ POWERFUL GEOLOGICAL DIVERSITY 'ICELAND IN A NUTSHELL'

The region is made up of six key character areas - each with their own unique geological make up. Visitors to Snæfellsnes will get to experience many of the natural wonders that Iceland has to offer in one single region.

→ PURE SEAS AND SOILS

The purity of our land means that everything we produce here in Snæfellsnes is of the ultimate purity and freshness. Our fish come from clean seas and our livestock graze on volcanically enriched soils. We as a community care for these valuable resources with the dedication of loving family members.

→ EXTENSIVE COASTLINE

As a peninsula, we are blessed with miles of dramatic coastline on all sides. Every community in our region is connected to the sea – a defining feature of our way of life. We have a thriving fishing economy, but also love to get out on our beaches and we value the health benefits the ocean brings us.

PEOPLE AND CULTURE ASSETS

→ COOPERATIVE COMMUNITIES

We are a small community - the kind of place where everyone knows everyone else. We're blessed with a wealth of talent and resourcefulness that means we can all pitch in to get things done. To live in Snæfellsnes is to be part of a big family.

→ UNIQUE LOCAL CULTURE OF FOOD AND CRAFT

Making the most of our natural resources, and our human resourcefulness, we have a distinctive local culture of making – exporting the spirit of Snæfellsnes around the world. From ceramics, to wool, sculpture and a renowned food scene - we're very proud of the fruits of our labour.

→ SAGAS AND FOLKLORE

Look back into our history and our whole way of being is shaped by these stories and sagas. These tales explain our inherent connection to this magical landscape and the origins of many of our traditions and personality traits.

THE BRAND BELIEFS

What are the characteristics and values that define our spirit and attitudes?

TENACIOUS ENERGY

We are practical and resourceful, with an energy and inclination to move forward. A rugged spirit that we are born with and which is cultivated by the wildness of the region. We are fearless in the face of adversity, with an innate optimism - we have a tendency to see beauty in the storm.

HONEST HUMILITY

In us, there is a straightforwardness and no-nonsense attitude that comes from living so close to the land. Nature is unmoved by protest or complaint, which breeds an attitude of realism and practicality. An awareness of our place in the world and a reverence to a higher spirit.

INTUITIVE AWARENESS

We are in tune with the magnetic force of the landscape. Aware of the unknown and the unexplained, storytellers of myths and legends, believers of folklore and hidden beings. It's a world we only glimpse in snatches. But a world we are bound with and responsive to. From this comes our raw instinctiveness.

FAMILIAL LOYALTY

Here in Snæfellsnes we know we can count on each other. There is a warm and communal feeling of togetherness that comes from people living in harmony with each other as well as with the land. Cooperation is essential for the people living here and community is what has been built as a result - with tightly woven relationships and connections.

PART 02

VISUAL IDENTITY

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OUR VISUAL TOOLKIT

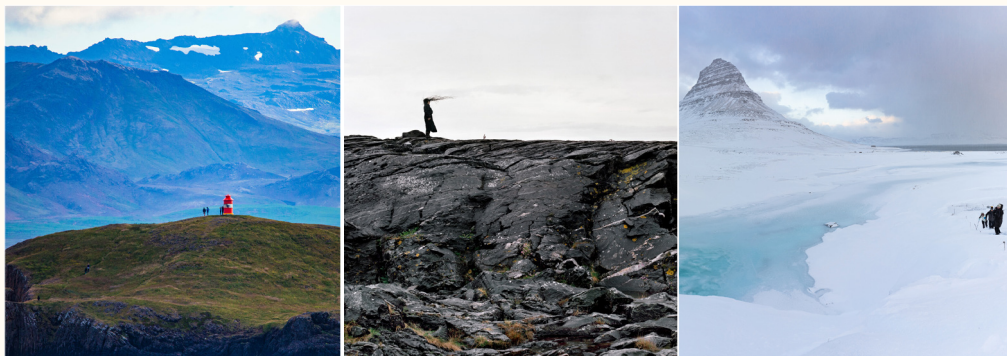
LOGO

SNÆFELLSNES

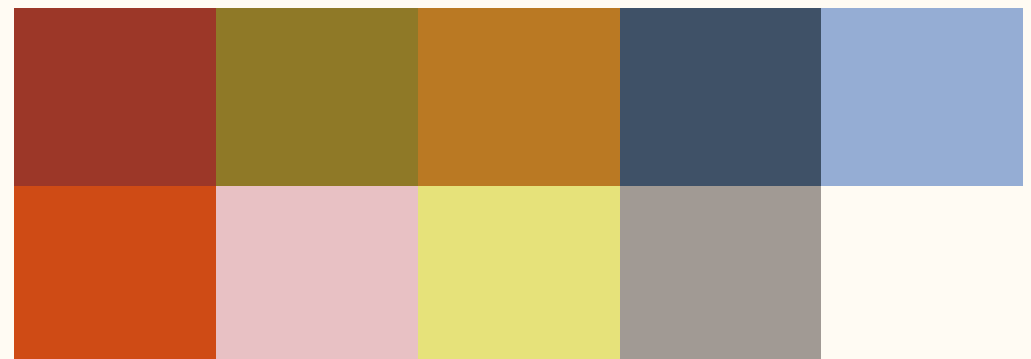
TYPOGRAPHY

ABCabc

PHOTOGRAPHY



COLOUR PALETTE





KAFAÍ





LÍTA Í KRINGUM

LOOK AROUND



HOPPA UM BORD

JUMP ON BOARD

VERTU Í SAMBANDI

KEEP IN TOUCH

VELKOMINN
HEIM

WELCOME HOME





**VINSAMLEGAST,
KOMDU INN**

PLEASE, COME IN

**STADUR TIL
AD SKODA**
A PLACE TO EXPLORE

**ÉG ELSKA
SNÆFELLSNES**
I LOVE SNÆFELLSNES



**NICE TO
MEET YOU**



**GAMAN AD
HITTA PIG**

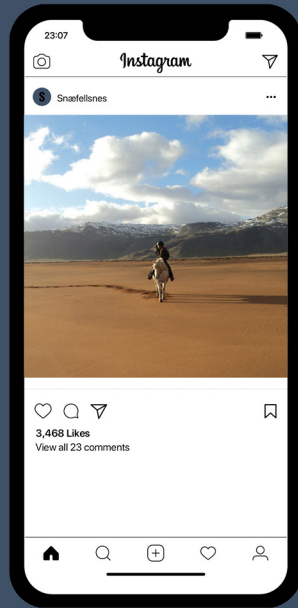
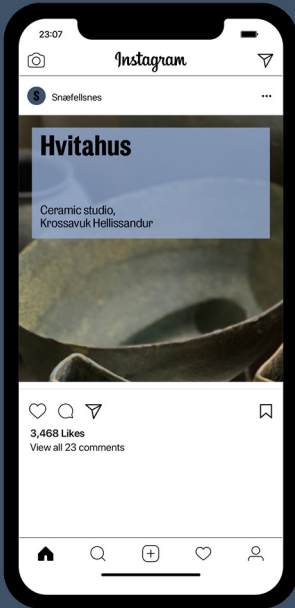
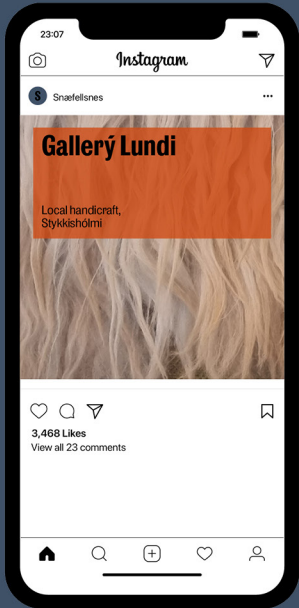


SNÆFELLSNES

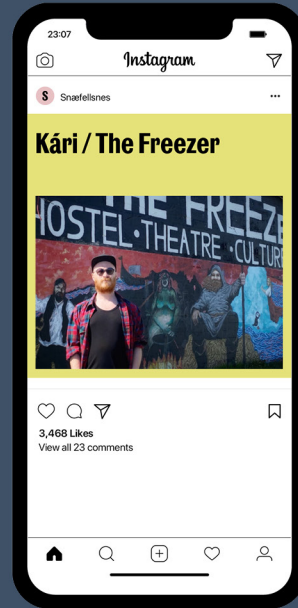
Map

SNÆFELLSNES

Skagakort



**Hestaferð
Stóri Kambur**
-
**Horse riding tour
in Stóri Kambur**
storikambur.is



Frystiklefinn er suðupottur alls kyns snilldarverka, leiksýninga og tónleikahalds í bland við annað viðburðahald í gömlu frystihúsi á Rífi í Snæfellsbæ. Kári Viðarsson stofnaði Frystiklefann árið 2010.

The Freezer is a social hostel and a culture centre in an renovated fish factory in Rif, Snæfellsbær. Kári Viðarsson opened the Freezer in 2010.

Grundarfoss

1.40m / 5km

Kvernárfoss

30m / 1.5km

OSS

SNÆFELLSNES



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SNÆFELLSNES



Uppskriftir
frá staðbundinn
föðursmiður
—
Recipes from
a local forager

SNÆFFELLSNES



Uppskriftir
frá staðbundinn
föðursmiður
—
Recipes from
a local forager

SNÆFFELLSNES

**Jarðfræði
Snæfellsnes**



**The Geology
of Snæfellsnes**



Our Logo

Our logo has been designed to work in a single colour, allowing for clarity across multiple applications. It is essential that the supplied master files are used and never recreated.

SAFE ZONE

It is important that our logo has sufficient space around it when placed on layouts. The recommended exclusion zone is based on 1x the height of the letter 'S'.

MINIMUM SIZE

Our logo has been carefully designed and adjusted to work at both large or small size. To ensure legibility at small size on printed applications, the minimum size for the logo is 30mm in width.

CO-BRANDING / PARTNERSHIP

Other logos should be scaled so to appear visually equally sized, spaced at a comfortable, equal width (W) apart and centred horizontally (H) when possible. The height of the letter 'S' can be used to help determine spacing width.

<p>Positive</p> 	<p>Negative</p> 
<p>Safe Zone</p> 	<p>Minimum Size</p> 
<p>Co-branding / Partnership</p> 	

Our Logo

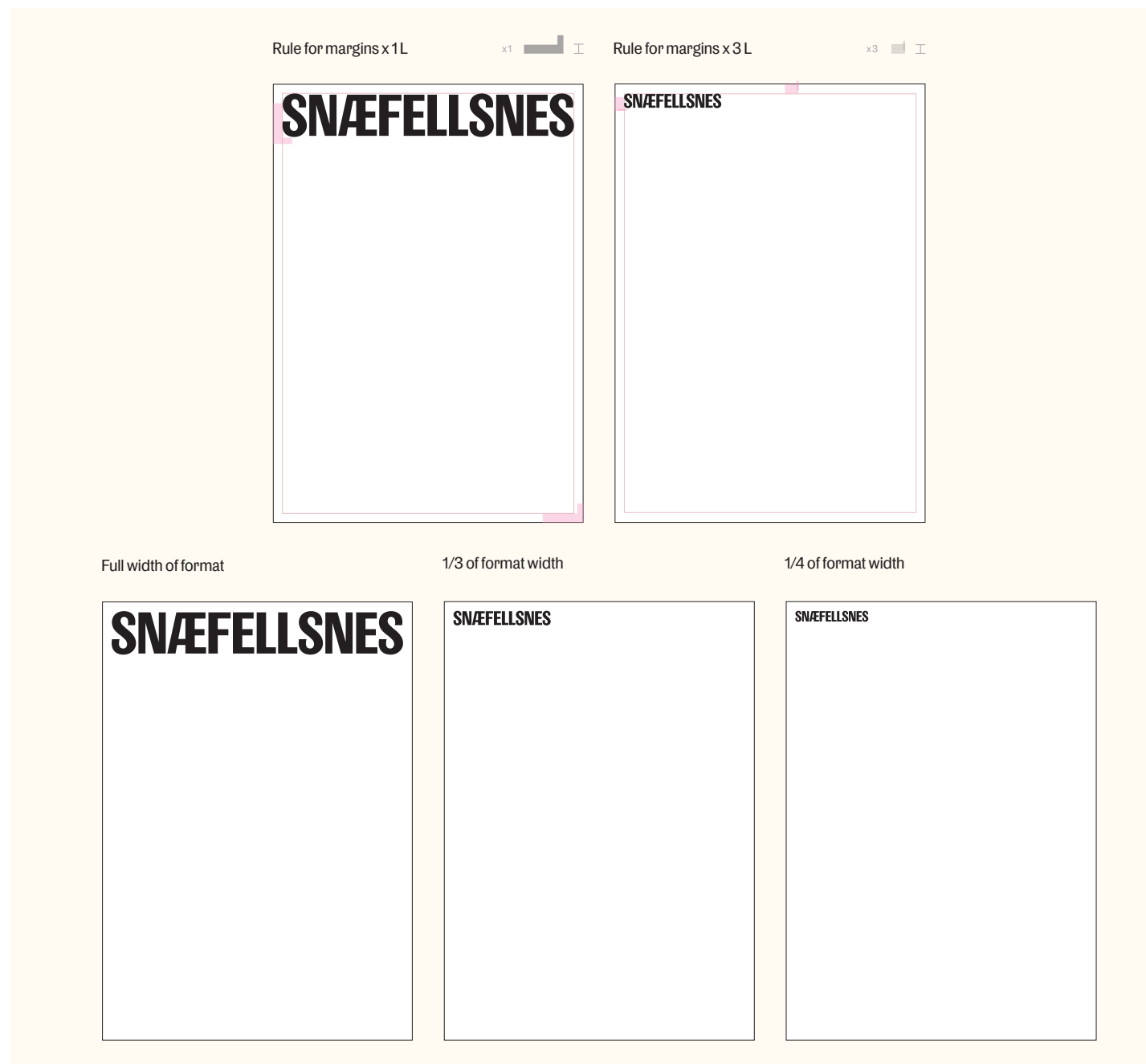
PLACEMENT

Our logo should always be placed within a comfortable margin area. The width of the vertical stroke of the letter “L” can help defying the optimal margin size across different formats.

Our logo should be top or bottom left aligned whenever possible. In limited cases, such as selected digital and spatial applications, our logo can be centred in the format.

SCALE

Our logo is used as the main identifier in our applications. We encourage using our logo at a large scale across formats when suitable. Our logo can also become secondary to content and be used at smaller scale.



Our Logo

Our logo should be treated with diligence and respect. The examples on this page will help you preserve the integrity of our brand by avoiding basic misuses of the logo.

1. Never skew or distort our logo
2. Never crop our logo
3. Never outline our logo
4. / 5. Never apply effects to our logo
6. Never put our logo in a holding device
7. Never change the spacing between the letters of our logo
8. Never change the size or placement of individual letters in our logo
9. Never use letters or elements of our logo as stand-alone elements
10. Never add graphic marks around our logo



Our Typography

PRIMARY TYPEFACE

Our primary typeface is a central component of our new identity: it is our visual voice. Publish Gothic Condensed Bold was chosen as a visual reference to the imposing brutal beauty of our landscape and seascape. Its quirks and modern features bring in warmth and character – our human touch.

Our primary typeface is used across short messages and headlines.

SECONDARY TYPEFACE

Our secondary typeface is Publish Gothic Medium. Complementary to our primary typeface, our secondary typeface is used across body copy and on a more functional level ensuring readability.

OPEN SOURCE TYPEFACE

Our display open source typeface is Barlow Condensed, a Google Font. It should be used in place of Publish Gothic only when this is not available, i.e. for digital applications created in Microsoft Word, PowerPoint, Google Slide or any external software usage.

Publish Gothic Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%&!?!@>("

Publish Gothic Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%&!?!@>("

Barlow Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%&!?!@>("

Our Typography

The use of uppercase is an important part of our new identity. We strongly recommend all short brand messages and primary titles to be written out in uppercase.

Lowercase is introduced for running headlines in editorial contexts and body copy. The contrast between lowercase and uppercase is visually balanced and delivers clear content hierarchy.

Do not introduce too many different type sizes and styles within the same layout. Use size and style functionally to differentiate content types in an editorial context.

BRAND MESSAGE
 Publish Gothic Condensed Bold
 All caps
 45pt/40pt
 Tracking: 0

**FRIENDSHIP
 FORGED
 IN FORTITUDE**

BILINGUAL MESSAGES
 Publish Gothic Condensed Bold
 All caps
 Language 1: 38pt
 Language 2: 19pt (50% of language 1)
 Tracking: 0

VELKOMINN HEIM
 VELKOMINN HEIM
 WELCOME HOME

RUNNING TITLE
 Publish Gothic Condensed Bold
 All caps
 33pt/29pt
 Tracking: 0

**I Am Holmari:
 Meet Simon**

PULL OUT TEXT
 Publish Gothic Medium
 Sentence case
 13pt/15pt
 Tracking: 5

Ficia quos dolorehentur sitas modi blabo cae acerro blabor aut dolenis eum fuga harum suntis excerit vel idestia doluptat vent hiciendiam exerspere sunt.

BODY COPY
 Publish Gothic Medium
 Sentence case (all caps for paragraph title)
 9.5pt/12.5pt
 Tracking: 5

TITOLO PARAGRAFO
 Bis que cusda cus aliquo impeles aut omnis sint lorem estruptat facerum re ipientiis audia non est, aut volupti aboressent ut andellor.

Gent. Odit ipsum aut aborerum ditiam ut venis pratur. Ta quibusanimus elesciaiectia quam, ut restibus doloreh enimporeium venime eosaepe.

Our Colour Palette

Our colour palette is dynamic and varied, drawing inspiration from the natural landscape and the man-made elements scattered through the landscape itself.

Our colour palette consists of both deep earthy tones and bright pop tones, which, used in combination, establish a synergic visual connection between the natural and the man-made.

Inspiration



Colour Palette

<p>GREEN R143 G121 B39 #8f7927 PMS 105 C14 M20 Y88 K50</p>	<p>LIGHT BLUE R149 G173 B212 #95ADD4 PMS 278 C44 M13 Y0 K0</p>	<p>BLACK R0 G0 B0 #000000 C0 M0 Y0 K100</p>
<p>BROWN R186 G121 B35 #BA7923 PMS 146 C7 M55 Y100 K34</p>	<p>BRIGHT RED R207 G75 B21 #CF4B15 PMS 166 C0 M74 Y100 K0</p>	<p>WHITE R255 G255 B255 #FFFFFF C0 M0 Y0 K0</p>
<p>DARK BLUE R63 G81 B103 #3F5167 PMS 647 C96 M53 Y5 K24</p>	<p>YELLOW R230 G226 B122 #E6E27A PMS 100 C0 M0 Y58 K0</p>	<p>CREAM R255 G251 B243 #FFFBF3 Digital use only</p>
<p>PINK R232 G193 B196 #E8C1C4 PMS 2365 C3 M29 Y0 K0</p>	<p>DARK RED R156 G55 B40 #9C3728 PMS 174 C8 M85 Y100 K34</p>	<p>WARM GREY R161 G154 B148 #A19A94 Digital use only</p>

CMYK values included here are standard conversions and should always be tested with your printer.

Our Colour Palette

COLOUR BACKGROUND

White, green, brown, light blue, yellow, pink, cream and warm grey can be used as colour backgrounds with our logo and copy set in black.

COLOUR COMBINATIONS

Our logo can be used in colour to create contrasting colour combinations. It is important that legibility is preserved as per the combinations on this page.

COLOUR ON IMAGE

Our logo and copy (short messages only) can be set in black, white or colour on an image background, ensuring enough contrast for legibility.

Colour Background



Colour Combinations



Colour on Image



Our Colour Palette

1. Do not mix colours within one element
2. Do not pick uncontrasting colour combinations
3. Do not introduce tints or change the opacity of colours
4. Do not introduce new colours
5. Do not use white on logo or copy unless they are placed on an image
6. Do not mix more than two colours (one of which is the background colour) in a layout
7. Do not use colour on headlines. Colour on type can only be used on short brand voice messages or small secondary highlights
8. Do not use colour on body copy
9. Do not pick uncontrasting colour backgrounds, especially for body copy where legibility is key



Our Brand Photography

Our brand photography occupies a special place in our visual identity as it reveals the true values and spirit of our place.

Through scale and contrast between the magnitude of the landscape and the closeness of the community, it conveys our philosophy of “living the landscape”.

We capture wide views that celebrate the power of nature and the vast space – raging seas, rocky outcrops, exWat one with the landscape itself.



Our Content Photography Landscape

Our content photography supports our brand photography at a secondary level.

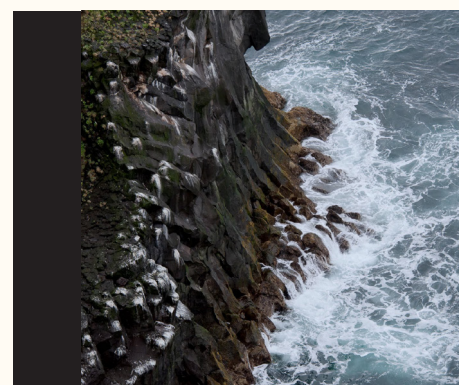
There are three main categories of content photography: landscape, people and product photography. Each includes different art direction approaches – from wide / heroic views to intimate close-ups, serving different communication purposes.

Landscape



PLACES

Wide and imposing views that celebrate the brutal beauty and magnitude of our natural landscape and landmarks.



DETAILS

Close ups that focus on what our nature has to offer: the colours, the textures and the materials that make Snæfellsnes unique. This shows the landscape at a human scale, how it might look if you reach down and touch it.

Our Content Photography People

Our content photography supports our brand photography at a secondary level.

There are three main categories of content photography: landscape, people and product photography. Each includes different art direction approaches – from wide / heroic views to intimate close-ups, serving different communication purposes.

People



PROFILES

Heroic portraits that highlight the connection between the magnetic landscape and the people, and celebrate the mark they leave.



LIFESTYLE

Reportage style photography depicting moments of togetherness and everyday life, capturing gestures and expressions.

Our Content Photography Product

Our content photography supports our brand photography at a secondary level.

There are three main categories of content photography: landscape, people and product photography. Each includes different art direction approaches – from wide / heroic views to intimate close-ups, serving different communication purposes.

Product



SOURCED FROM THE LANDSCAPE

Product photography highlighting the connection between the magnetic epic landscapes providing the raw materials and the product itself.



QUALITY & PROCESS

Photography can highlight the details as statements of authenticity and quality, as well as showing intimate, close up views to highlight the care that local producers bring to their work – celebrating the joy of making.

Our Tone of Voice

Our tone of voice should be straightforward, and bold, welcoming and inclusive at all times. We want our readers to feel like someone is speaking to them personally, whether that's through colloquial phrases, direct invitations and questions or signing your name the end of a post.

We encourage you to be creative and surprising in your descriptions of the landscape, you might want to give a landmark human attributes such as “Drápuhliðarfjall greets those passing by with a colourful smile”, which helps to reinforce our deep connection with the landscape.

About Us

Snæfellsnes is a place with a magnetic energy that can be seen, felt and heard. We invite you to take a journey around our peninsula – you'll encounter a family of municipalities, each with a unique character.

Here, we have showstopping landscapes – imposing glaciers, weather beaten coastlines and rugged volcanoes, but what might surprise you is the warmth of our inhabitants.

Our friendships are forged through living in this brutal landscape. We do things differently here, and we'd like to invite you to join us, and get to know the culture that makes Snæfellsnes unique.

Short Messages

VELKOMINN HEIM

WELCOME HOME

HOPPA UM BORD

JUMP ON BOARD

PART 03

MASTERCLASSES

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INTRODUCTION

The Masterclasses

The Snæfellsnes brand is designed to be shared amongst our community. It is a simple set of guidelines that aims to bring us together with a clear purpose, to tell our story with one voice – leaving visitors with no doubt about the ethos and personality that drives us.

These masterclasses were delivered as a means of educating our inhabitants about the brand, and to provide some essential tips to help them make the most of the work we have done.

Each masterclass has 5 top tips as well as a case study to illustrate how we can put this into practice.



SOCIAL MEDIA + DIGITAL CONTENT

Educational, Entertaining, Enterprising

Work the instagram grid by posting in threes. Start with a big bold fact to educate the audience, then make them smile and finish with a promotion or a call to action.

Utilise the brand identity fo consistency

Our distinctive colour palette, typography and framing devices will bring a sense of unity when you have gathered content from lots of different sources.

Be responsive

We're known for being welcoming, and this applies to our behaviour online. If someone comments on a post, try to reply with something friendly and personal.

Strength of the land, warmth of the people

Contrast big, bold images of the landscape with intimate and uplifting portraits of our local inhabitants. It is this combination that makes Snæfellsnes unique.

Be specific and think local

Go beyond the usual stories about the main blockbuster attractions. We want to attract guests seeking something more unique and local so tell stories about your local activities and zoom in on the details.

AN EXAMPLE SOCIAL POST

Lýsuhólslaug Natural Pool

Here is an example of a series of social media posts. We start with something educational, then we make our audience laugh, then we draw them in with a call to action.

Lýsuhólslaug Natural Pool



Lýsuhólslaug is a natural geothermal bath. The pools are murky green from the algae that thrives in this mineral rich water. It is heated to a perfect 37 degrees which is said to have healing powers.



How tough are you?

A tradition here in Iceland is to jump into the cold bath after a soak in the hot bath. It will take your breath away and not for the faint hearted!



Lýsuhólslaug is open seven days a week, visit their Facebook page for more information. Don't forget to rent one of their unique bouyancy hats to allow you to float around in pure relaxation!

EXPERIENCE + TRAILS MASTERCLASS

Experience is Everything

What will people See, Do and Feel? Get beyond the basic ‘what’ (the facts of where to go) but think about the ‘how’ and tap into those senses and emotions.

Get in the minds (and shoes) of your audience

What motivates them to travel? What are their needs and desires? Not every traveller is the same so tailor trips to specific personas to find something original.

Design a journey of discovery

What happens before, during, after? How do you build anticipation and send them away with lasting memories? What are the hero moments at each stage?

Our brand is about ‘Friendships forged in Fortitude’

Always try to tell a story about the strength of the land and the warmth of the people. We want people to go away remembering this deep connection.

Help your traveller get closer to the detail

What characters, characteristics and small gestures will surprise? The small personal touches make all the difference and make guests feel special.

AN EXAMPLE TRAIL

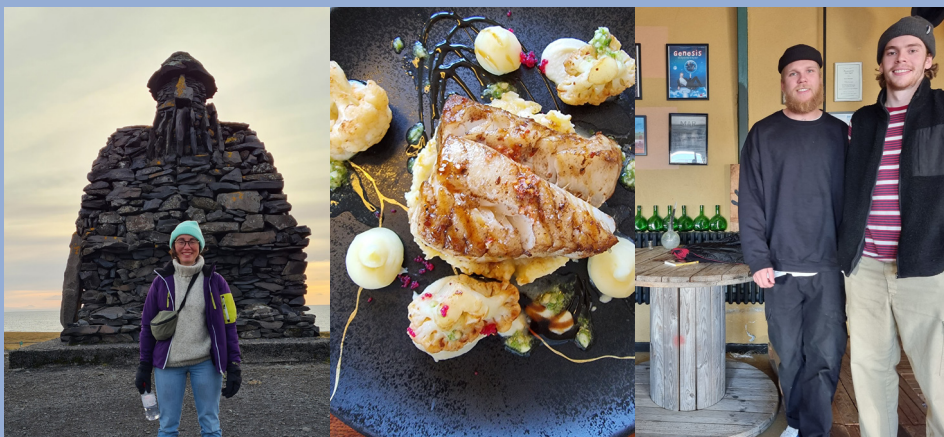
The Knowledge Seeker

How might we design the perfect trip for this knowledge hungry guest? They love to learn and have done their homework but are always thirsty to know more. They want to connect with something real and authentic. It's the specificity of these journeys that help us go beyond the usual travel guide - thinking about how this person feels and what they treasure.



→ THEIR FIRST DAY IN SNÆFELLSNES

They start the day with a swim at Lýsulaugar – feeling refreshed and revived, it's time for lunch at Narfeyrarstofa where they learn about the provenance behind all the ingredients on their plate. After a bracing walk along the rugged coast at Arnstrapi to visit the Bárður sculpture, they end the day at The Freezer, where they soak up some inspiring local theatre and have a friendly drink with the cast after the show.



→ HERO PEOPLE AND STORIES

Our knowledge seeker is a big fan of Game of Thrones and first heard about Snæfellsnes as the home of the 'Arrowhead Mountain' (Kirkjufell) from the TV show. They will always have fond memories of meeting Liston the Stonemason who invited them into his workshop with a warm smile and showed them how he makes his sculptures. They bought a small one to take home and keep it on their mantelpiece.



FOOD + PRODUCERS MASTERCLASS

Work with the ‘Strength of the Land and Warmth of the People’

How can your ‘place’ stories and ‘people’ stories add flavour to your product? This is what makes your offering unique and relevant to the Snæfellsnes brand.

Break down your process and ingredients

How can you bring people along the journey of sourcing, making and tasting? Your day-to-day activities might seem dull to you, but are fascinating to others.

Highlight the Hardships as well as the Hero Moments

How can you go behind the scenes on what it takes to be a food producer? Life can be hard so let’s celebrate the dedication it takes to do what you do.

Build trust with your traditions and inspire with your innovations

How can you highlight the origins and authenticity of the product, and share exciting ideas with your customer for the future?

Think of your product as part of a bigger family

How can you work with your fellow producers and the regional park to put Snæfellsnes food on the map?

FROM FARM TO FORK

AUSLAG'S SALAD FARM

Let's build out a story of one of our local producers, Aslag, who is a salad farmer. We have detailed every step of her process, from the way her greenhouses are heated, to the way she delivers the salad to local people personally in her car. It's these details that bring depth and flavour to her story, focusing on place and people as well as the product.

These are our greenhouses - they are heated by geothermal energy. If we don't open the windows it can get up to 40 degrees inside, but the ideal temperature for the salad is 15 degrees.

As well as salad, we also grow lots of varieties of flowers including edible ones like nasturtiums.

We are planning to grow some microherbs like Rucola and have also just started growing a blue variety of potato.

People are welcome to come and visit the farm to see things growing. It is a beautiful place to come for an afternoon with wide open views looking out over the mountains.

Our seedlings grow in an aquaponics system and are ready after around 6 weeks.

When the salad is ready it's picked by hand (usually by me) and packed immediately to keep it fresh.

We have a subscription service where we will deliver fresh salad to local people once a week. I drive the salad around personally in my car.

Hotel Budur has bought our salad for 8 years. We sell to lots of hotels, especially through the busy summer season.



CONTACTS

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