

## A delicious bunch of antioxidants

For centuries, aronia berries have been used in food and as medicine. Today, Aronia Jæren AS uses nature's own miracle berry in tasty jams and cordial.

By Anja Elen Eikenes | Photos: Aronia Jæren AS

Aronia Jæren AS specialises in making tasty, exclusive jam and cordial, made among green fields and bottled at Jæren, located in Western Norway. Thanks to these berries, the products become delicious sources of antioxidants, which may prevent or delay certain types of cell damage. It was the berries' positive health effects that the entrepreneurs of Aronia Jæren AS first found intriguing, says co-owner Sven Dysjaland: "It was the number of antioxidants that first made us see the potential of the berries."



While the flavour of the aronia berry is certainly enticing, its history is curious, too. Native Americans and people near the Black Sea were using the extraordinary berries in food and as medicine for ages, their popularity being not only due to the delicious flavour, but also because of their impact on health and well-being. The aronia bush came to Norway in the 1980s and was originally mostly used as decoration. But now, Aronia Jæren AS has started utilising the potential of the berries for cordial and jams as well.

The aronia flavour is similar to that of blueberries, and the berry contains up to twice as many antioxidants as blueberries and blackcurrants. So if you feel like topping yourself up with antioxidants, while still enjoying tasty, natural products, then find yourself an Aronia Jæren AS product and dig in!



For more information, please visit:  
[www.aronia-saft.no](http://www.aronia-saft.no)

## A traditional taste of Norway

The award-winning food producer Holmen Crisp invites you to revel in traditional Norwegian handmade delicacies.

By Ingvild Vetrhus | Photos: Arild Kristiansen

The bakery of Holmen Crisp not only uses old family recipes from Gudbrandsdalen, the valley of Henrik Ibsen's Peer Gynt; it also specialises in different combinations of gluten-free flour. Its handmade trademark food includes The Crisp's Pea Flatbread, Potato Flatbread and Sour Cream

bread. The flatbread plays an important role in the history of Norwegian food culture, and the family company Holmen Crisp keeps that tradition alive.

The Pea Flatbread and the Potato Flatbread are typical foods from the area around Lake Mjøsa, Norway's biggest lake. The semi-industrialised production of flatbread was introduced in the 1920s and took over from the old-fashioned way of doing everything by hand. Holmen Brænderi, a brewery where the Rostad family was majority shareholder, played an important role in keeping the traditions alive. They



kept the old machinery and baked Pea Flatbread and Potato Flatbread that were distributed around Norway. Today's owner and general manager, Camilla Rostad, is the third generation to run the family business and takes great pride in working with the local food treasures.

The flatbread, which is made from local ingredients, is produced exactly the same way it was made in the 1920s. The Pea Flatbread is made from the flour of yellow peas from Toten, described by many as the Tuscany of Norway, which provides a distinctive, much-loved flavour.

For more information, please visit:  
[holmen-crisp.no/en](http://holmen-crisp.no/en)

