

Foodexpo captures the spirit of the times with a new outdoor hall and unique food concept

March 4, 2024

An outdoor area designed to inspire how to best utilize outdoor spaces and potentially extend the season for outdoor dining is a new addition to Foodexpo, which is also introducing the unique restaurant concept Tapas Haven. The largest food fair in the Nordic region will be held at MCH Messecenter Herning from March 17-19, 2024.



Visitors to Foodexpo 2024 can look forward to exploring a new outdoor hall and satisfying their hunger at the newly established Tapas Haven restaurant. Photo: MCH/Lars Møller.

Greenhouses, wilderness baths, innovative cooking solutions, product demonstrations, and a multitude of new items in interior design and outdoor dining are all in store at Foodexpo's outdoor hall, which also features a large inspiration area created by Risom Design and ByHelene. In the hall, which along with the Spanish/Nordic restaurant experience Tapas Haven is a new feature at Foodexpo, visitors will find four different layouts for outdoor spaces, each designed to extend the season for outdoor activities and dining.

"Visitors can expect to be inspired to utilize and optimize their existing outdoor spaces with small design tweaks, a few elements, and modest investments. The different environments allow various events to be facilitated in Danish weather, ensuring that it's still possible to enjoy the fantastic outdoor life together. The vibe is urban, and we aim to show how these settings can be created in cities, at restaurants, on terraces, on lawns, or even on the asphalt in a parking lot," explains Helene Kofoed Sørensen, interior stylist at ByHelene, who notes that the focus on new outdoor solutions aligns with current trends:

"The green and outdoor lifestyle is here to stay—outdoor spaces are being established like never before, and the trend continues. It appeals to all our senses to be together in this wonderful and free way, making it a very exciting development—also because in recent years, many fantastic quality products have emerged in the outdoor market."

The inspiration area includes a VICA greenhouse designed for social situations in a green setting, an igloo set up for a lobster feast, a tipi for celebrations and other events, and a glamping tent from Lotus Belle Nordic.

Exhibitor: Bringing people closer to nature

Lotus Belle Nordic, an exhibitor in the outdoor hall, also seeks to inspire visitors to create new, beautiful outdoor spaces.

"We aim to help people get closer to nature—'back to nature,' as one might call it, following the megatrend. With our tents, we offer a space for connection and reconnection. At the same time, we want to show how one can create a highly attractive business within a unique, patented concept from Lotus Belle," says Jonas Flintegaard Poulsen, co-owner of Lotus Belle Nordic, who elaborates:

"Our tents can be used in the main season as a 'hotel room in nature' and to extend the season with our insulated tents. Additionally, they are a great supplement to existing accommodation options, and if you just want to stand out."

Lotus Belle Nordic looks forward to meeting decision-makers in the hotel and restaurant industry at the expo and is excited to showcase their glamping tents, bar tents, and event tents, along with complete concepts including interior design and new, space-saving bed solutions with a focus on sustainability.

Complete restaurant concept

In one of the adjoining halls to the new outdoor hall, visitors can look forward to satisfying their hunger at the also-new Tapas Haven restaurant, created by Risom Design, which combines authentic Spanish cuisine and atmosphere with Nordic simplicity and elegance.

"The restaurant is designed with a patio that invites you into a courtyard-like setting with plants, tile patterns on the floor, and small, cozy café tables. From there, you step into a lively cervecería-inspired room, featuring southern-style tapas specialties and shelves with tableware that evoke the feel of a small Spanish shop. And in the outdoor restaurant area, there's a true greenhouse vibe," says Jeanett Risom, owner and interior architect at Risom Design, who explains what makes Tapas Haven truly unique:

"It's a complete and custom concept designed to emphasize how important it is to work in-depth and include everything in a concept, from design and interior to food, staff clothing, tableware, and graphic identity. Additionally, it aims to inspire guests to consider how they can offer outdoor dining and better utilize their terraces."

Tapas Haven seeks to tap into the spirit of the times by being a food concept that everyone can afford, creating unique spaces that complement global culinary experiences. At the same time, the restaurant offers an informal and sensory atmosphere where contemporary design, sleek architecture, and luxurious tactile surfaces meet Spanish coziness.

Foodexpo will be held at MCH Messecenter Herning from March 17-19, 2024. Learn more at foodexpo.dk and request press accreditation [here](#).