



11/11/2008

Gooh! Winner of the fast food competition “Klara Färdiga Fisk” (Ready, Steady, Fish)

Gooh! went home victorious from the fast food competition “Klara Färdiga Fisk”, organised by Swedish Seafood and the Norwegian Seafood Export Council in connection with a seminar at Det Goda Köket, Stockholm Food and Beverage Show on 7 November.

The winning dish was the Gooh! keyhole-labelled fish fillet in hot ginger sauce with saffron rice that took first prize in the class HMR (Home Meal Replacement). This was the third year the fast food competition has been organised, and the finalists included Coop and Seven Eleven.

Jonas Regnér, CEO of Gooh! commented on the victory:

“We are both happy and proud to have been voted the winner by a unanimous jury. This is but another confirmation that using the best raw ingredients with good flavour and high quality in well-prepared food pays in the long run.

Modern and healthy fast food

The competing dishes in “Klara Färdiga Fisk” represent modern, flavoursome and healthy fast food containing fish and/or seafood as the main ingredient. Each dish has to be part of the current range or ready for launch within a year. The nutritional content is examined, and the price to the customer must not exceed SEK 75. Among the six jury members were top Chef Gert Klötzke, leader of the Swedish Olympic team in Culinary Olympics and Professor in Gastronomy, and Christina Möller, the legendary Chef formerly of Coop’s trial kitchens.

More information on the competition can be found on the Swedish Seafood website www.svenskfisk.se

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Facts on Gooh!

Gooh! is a meal idea from Operakällaren and Lantmännen Cerealia. The idea is to give everyone the opportunity to enjoy good, well-prepared, healthy food at reasonable prices. Gooh! has specialised in good, ready-to-eat meals and delicious accompaniments using own original recipes.

The head Chef of Operakällaren, Stefano Catenacci, has composed the refrigerated ready-to-eat meals that comprise most of our sales. There are around 20 different dishes, many of which have the keyhole symbol and low GI values.

Gooh! sells lunch and dinner in its own food stores through the Shop in Shop concept in selected supermarkets based in Stockholm. Gooh! is also sold in selected staff dining rooms and companies.

In 2006, Gooh! was awarded the Stora Dagligvarupriset (the Big Supermarket Prize) which is awarded by the magazine Fri Köpenskap (Free Trade) in collaboration with Movement Research. In 2007, Gooh! was awarded Årets Butikskedja (Retail Chain of the Year) by the magazine Market and

was nominated to Årets Retailkedja/koncept (Retail Chain/Concept of the Year) by the Nordic Council of Shopping Centers. In 2008, Gooh! was awarded Årets Inredningskoncept (The Retail Fixtures Concept of the Year) for launch of Shop in Shop for the supermarkets. The award was handed out by the newspaper Dagens Handel in collaboration with the Swedish Trade Federation.

About Lantmännen Cerealia

Lantmännen Cerealia which owns brands such as Axa, Kungsörnen, Start, Gooh! and GoGreen is a business area undergoing strong growth in northern Europe. With a turnover of SEK 3.8 billion in 2007 and 1,400 employees, Lantmännen Cerealia is part of Lantmännen, one of the largest Groups in the food, energy and agriculture industries in the Nordic region. Lantmännen is owned by 42,000 Swedish farmers. It has 13,000 employees, operates in 19 countries and has a turnover of SEK 36 billion. For more information, please visit www.lantmannen.com/cerealia.

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