

感受芬兰仲夏风光 品鉴北欧纯净美味  
——芬兰猪肉重庆媒体品鉴会完美落幕

Experience the Midsummer Scenery of Finland, Enjoy the Pure Nordic Delicacies——Perfect Conclusion of the Finnish Pork Media Tasting Event in Chongqing

2023年7月11日，“品欧洲幸福猪肉·享芬兰纯净美味”芬兰猪肉媒体品鉴会于重庆举办。此次品鉴会旨在让中国消费者了解芬兰猪肉，同时将芬兰猪肉与中式烹饪融合，展示芬兰猪肉的优秀品质。

On July 11, 2023, the "Taste European Happy Pork, Enjoy Pure Finnish Delicacies" Finnish Pork Media Tasting Event was held in Chongqing. The purpose of this tasting event was to introduce Finnish pork to Chinese consumers and showcase its excellent quality by combining it with Chinese culinary techniques.

优质食材——层层溯源 出产“零问题猪肉”

High-Quality Ingredients - Traceable Production of "Zero Problem Pork"

在“注水”、“添加剂”横行的时代，无数人在满足口感的同时也开始追求绿色、无污染。要“吃得饱”，更要“吃得好”，食材安全、健康，开始成为人们餐桌上的新准则。

In an era where "water injection" and "additives" run rampant, countless people are not only satisfying their taste buds but also pursuing green and pollution-free options. It is no longer just about eating enough but also about eating well. Food safety and health have become the new standards on people's dining tables.

在研究“如何让肉食爱好者们安心享受芬兰猪肉”这件事上，芬兰人精心实践，从农户到研究人员，再到厨师，每个环节都注入了十足的热情。“幸福猪肉”一直是芬兰猪肉的代名词，而芬兰猪肉的生产流程也切实迎合了这一称号。

When it comes to the question of "how to let meat lovers enjoy Finnish pork with peace of mind," the Finns have carefully practiced it, injecting full enthusiasm into every step, from farmers to researchers, and then to chefs. "Happy Pork" has always been synonymous with Finnish pork, and the production process of Finnish pork truly lives up to this title.

芬兰拥有得天独厚的地理位置和优越的自然条件，纯净的环境保证了芬兰猪肉的生产品质。北欧的卓越风光也承载着热情淳朴的居民，他们相信“人如其食”，关爱自然、重视可持续发展、善待动物，因此芬兰猪能够在自由活动的基础上，享受着优质食物和纯净水源。不仅如此，芬兰猪肉还拥有最严格的生产环节，数十年如一日，严格遵循北欧猪肉 NOPO 理念，并坚持采用有效的食品安全控制系统，以及“从农场至餐桌”的可追溯信息系统。在家庭式养殖、以健康为导向的基础上，不断完善供应安全、美味、可持续生产猪肉的方法，精益求精，培育出“来自北欧的零问题的猪肉”。

Finland boasts a unique geographical location and excellent natural conditions, ensuring the product quality of Finnish pork in its pure environment. The extraordinary scenery of the Nordic region also carries the passion and simplicity of its inhabitants. They believe in the saying "you are what you eat," caring for nature, emphasizing sustainable development, and treating animals well. Therefore, Finnish pigs can enjoy high-quality food and pure water sources while enjoying freedom of movement. Moreover, Finnish pork also undergoes the strictest production processes. For decades, it has adhered to the Nordic Pork NOPO concept and insisted on using effective food safety control systems, as well as a traceable information system from farm to table. Building upon a foundation of family farming and health-oriented practices, they continuously improve the methods of supplying safe, delicious, and sustainable pork, striving for excellence, and cultivating "zero problem pork from the Nordic region."

## 美味品鉴——中西合璧 碰撞绝妙口感

### Delicious Tasting - A Fusion of East and West, Creating Amazing Flavors

对中国人来说，猪肉是餐桌上最常见的食物之一。煎、炒、烹、炸，在各地饮食习惯的影响下，猪肉可以以任何一种形式呈现于国人餐桌上。

For Chinese people, pork is one of the most common foods on the dining table. Whether it's fried, stir-fried, braised, or deep-fried, influenced by regional culinary customs, pork can be prepared in various forms on Chinese tables.

2023 年 7 月 11 日，由欧盟赞助、芬兰食品信息协会（Ruokatieto）主办的“品欧洲幸福猪肉·享芬兰纯净美味”芬兰猪肉媒体品鉴会于重庆正式开幕。

On July 11, 2023, the "Taste European Happy Pork, Enjoy Pure Finnish Delicacies" Finnish Pork Media Tasting Event, sponsored by the European Union and organized by the Finnish Food Information Association (Ruokatieto), officially opened in Chongqing.

每年 6 月 26 日前后，芬兰将迎来一年中最长的一天，芬兰人将这一天称作仲夏节。作为芬兰夏季最重要的节日，仲夏节不仅意味着温暖夏季从此开启，也承载了芬兰人对五谷丰登的期盼和对大自然馈赠的无限感激。

Around June 26th each year, Finland welcomes its longest day of the year, known as Midsummer. As the most important summer festival in Finland, Midsummer not only signifies the beginning of warm summer but also carries the Finns' anticipation for a bountiful harvest and their boundless gratitude for the gifts of nature.

为使嘉宾们全方位感受芬兰风光，此次活动布景向嘉宾呈现了远在芬兰的仲夏节场景。从全场弥漫的绿意，再到签到台、餐桌上或大或小的仲夏柱，无不展现独属自然的生机与活力，引领嘉宾身临其境感受芬兰猪肉原产地的优越环境和质朴包容的国家文化。同时，活动通过 VCR 的形式为在场嘉宾介绍了芬兰猪肉纯净的培育环境及严格的生产流程，令嘉宾对芬兰猪肉的背景产生深入的了解。

To give guests a comprehensive experience of the Finnish scenery, the event set was designed to replicate the atmosphere of Midsummer in Finland. From the lush greenery throughout the venue to the Midsummer poles of various sizes at the registration desk and dining tables, everything showcased the natural vibrancy and vitality, allowing guests to immerse themselves in the superior environment of the Finnish pork's place of origin and the country's down-to-earth and inclusive national culture. Additionally, through video presentations, the event provided guests with an in-depth understanding of the pure breeding environment and strict production processes of Finnish pork, enabling them to gain a deeper insight into the background of Finnish pork.

此次品鉴会上，主办方特邀国家高级烹饪师刘佐发精心研制了两道由芬兰猪肉作为原材料烹饪的原创菜品，并向在场嘉宾进行了厨艺展示。刘佐发主厨结合中式菜肴和烹饪特色，展现高超烹饪技巧，邀嘉宾现场品鉴。

At this tasting event, the organizers invited renowned national master chef Liu Zuofa to carefully create two original dishes using Finnish pork as the main ingredient, and he conducted a culinary demonstration for the guests in attendance. Chef Liu Zuofa combined Chinese cuisine and cooking techniques to showcase his exceptional culinary skills and invited the guests to taste the dishes on the spot.

第一道菜是芬兰猪五花肉烧关东鲍鱼·佐无花果红酒泡沫，这道菜采用猪五花部位，加之关东鲍鱼烧制而成。五花肉肥瘦相间、入口即化，关东鲍鱼肉质肥美，味鲜而浓，二者相搭口味相辅相成，再佐以无花果红酒泡沫中的细微果香，令人于多层滋味中绽放味蕾。

The first dish was Braised Finnish Pork Belly with Dongbei-style Abalone and Fig Red Wine Foam. This dish used pork belly combined with Dongbei-style abalone for preparation. The pork belly had a perfect balance of lean and fatty meat, melting in the mouth, while the abalone had a rich and intense flavor. The combination of the two complemented each other, enhanced by the

delicate fruit aroma of the fig red wine foam, creating a multi-layered taste sensation that delighted the taste buds.

第二道是灯笼椒炭烤芬兰猪肋排配台湾凤梨，这道菜采用猪肋排部位与灯笼椒炭烤制成。经过炭烤，猪肋排中的肉汁均匀渗出，形成美味的食物纹理，浓香幼滑。灯笼椒外表微焦，色泽诱人，再与台湾凤梨的酸甜口味相搭，可谓绝配。

The second dish was Charcoal-Grilled Finnish Pork Ribs with Lantern Chili, paired with Taiwanese Pineapple. This dish used pork ribs and grilled them with lantern chili. The grilling process allowed the juices of the pork ribs to evenly permeate, resulting in a delicious texture, with a strong and smooth aroma. The lantern chili had a slightly charred exterior with an enticing color, and when paired with the sweet and sour taste of Taiwanese pineapple, it created a perfect combination.

刘佐发大厨表示，芬兰猪肉加上中式调料所突出的浓郁鲜香，搭配红酒与水果，展现出了独特的魅力。像第一道菜中使用的是猪五花部位，经过中式烧制，芬兰猪肉的细嫩紧致在烧汁的辅佐下更为整道菜的口感添色；而第二道菜中所使用的炭烤方式，使肉呈现出独特的风味和口感，猪肋排表层烤色深，肉质偏瘦，口感较嫩，令人回味无穷。

Chef Liu Zuofa stated that the combination of Finnish pork with Chinese seasonings brought out a rich and savory flavor, paired with red wine and fruits, showcasing a unique charm. For example, in the first dish, using the pork belly and Chinese braising techniques, the tender and compact texture of Finnish pork was further enhanced by the accompanying sauce. In the second dish, the charcoal grilling method gave the meat a distinctive flavor and texture, with a deep color on the surface of the pork ribs and a leaner and tender texture, leaving a lasting impression.

现如今，随着经济水平的提升，人们也逐步开始注重食品安全，芬兰地理和人文环境决定了种猪生长过程的安全无污染。芬兰猪的养殖无激素，而且生产的每个环节都有检测，严格把控每一道工序，是真正意义上的“零问题”猪肉。

Nowadays, with the improvement of economic standards, people are gradually paying more attention to food safety. The geographical and cultural environment of Finland ensures the safe and pollution-free growth process of pigs. Finnish pigs are raised without hormones, and every step of the production process is thoroughly tested and strictly controlled, making it truly "problem-free" pork.

芬兰人热情好客，芬兰猪肉的美味背后也体现了高品质与包容性的文化内涵。在与中国特有的烹饪和调味方式进行融合后，芬兰猪肉展现了其独特的口感魅力。凭借着高水准培育流程及高品质口感，芬兰猪肉也将走进千家万户，成为全球范围内广受好评的优质产品。

Finns are known for their hospitality, and the deliciousness of Finnish pork reflects the cultural values of high quality and inclusiveness. When combined with the unique cooking and seasoning methods of China, Finnish pork exhibits its distinctive flavor and charm. With its high-quality breeding process and superior taste, Finnish pork is poised to enter countless households and become a highly acclaimed premium product worldwide.