



**STRUER  
KOMMUNE**

## TWIN TOWN BRIEF PROJECT REPORT

Title of project: **Sansefestival 2016** – The biggest food fare in the northwest area of Jutland, Denmark

Reported by: Struer Municipality (Trine Stegsted Mosegaard)

Schedule: Saturday the 13<sup>th</sup> of august 2016 in Struer City.

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### Objective/Goal:

The objective is the Cultural Twin Towns participating in The Sansefestival in Struer, which is the biggest food fare in the northwest of Jutland, the 13<sup>th</sup> of august 2016. Each Twin Town are to introduce the visitors, at The Sansefestival, for their specific local and/or regional gastronomic specialities for them to taste, hear and learn about.

In 2016 it is the 7<sup>th</sup> time, the Sansefestival will be held, and its success has grown for each year. In good weather the food fare is visited by up to 12.000 people, who enjoy walking around tasting, watching and sensing in the center and harbor of Struer City. The Sansefestival is divided into different areas each focusing on different kinds of local and regional foods and beverage. An important part of the food fare is also the sharing of knowledge. The Sansefestival aims to 'educate' the visitors in the newest trends, experiences and tricks for cooking as well as motivate. Overall we wish for the visitors to be aware of all the various and fantastic food products and food entrepreneurs our region withholds. Gallery from the Sansefesitval: <http://sansefestival.dk/kontakt/pressefotos/>

This year the overall focus is on 'The Good Life' with 'Health and exercise' and 'Nordic cuisine' as underlying themes.

### Operation so far:

At the meeting in Sarpsborg, in September 2015 in the group of Big Events and Celebrations, the idea of The Twin Towns participating in The Sansefestival in 2016 was mentioned as a realistic project for the group to continuing working on.

### Next step:

First we need to find out if every town is able and willing to participate in the Sansefestival. Then each town need to find out what would be their specialty to introduce to the visitors at the Sansefestival. This project is not so much a common project in the sense that we together define the frame, but more the twin towns participating in an already well-defined and successful event In Struer. However this doesn't mean that there not will be room for good ideas and possibilities within the existing framework. Trine Stegsted Mosegaard from Struer will therefore be coordinating this project.

14/12-15 Trine Stegsted Mosegaard  
Date and signature

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