

# THIS IS ARCUS PROJECT N°1

It is a series of Nordic terroir spirits, made from plants and growths gathered in three uniquely distinctive biotopes in the Scandinavian region – The Swedish forest, Norwegian Finnmark and the Danish heath. We hand-picked the botanicals in each habitat and through fractional distillation, the unique properties of the weather, temperature and soil are isolated. Through sensory selection we have picked the fractions that we believe represents the biotopic origin – hence giving you the taste of nature's spirit at its finest.

We gave it the nick-name "fourage" – derived from the French word fourragère, which means to seek and gather food.

Skå!

61° 34' 14.1" N  
16° 29' 39.2" E

## THE SWEDISH FOREST

Skoven is the taste of the Swedish forest. The spirit is distilled from the finest, hand-picked raw materials from the Swedish forest floor, including chanterelle mushrooms from Värmland, lingonberries from Gällivare, buckbeans and birch sap from North Sea in the deserted forest areas of northern Sweden.



68° 54' 6.33" N  
28° 25' 8.46" E

## THE NORWEGIAN FINNMARK

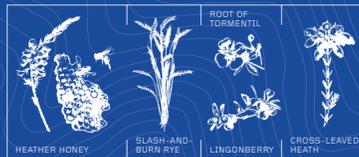
Finnmark is the taste of Norwegian Finnmark. The spirit is distilled from the finest, hand-picked raw materials from Finnmark in Norway, including wild rosemary from Tana Bru, birch sap from Pasvikdalen and fragrant vanilla grass from the area around Røros. Furthermore, Finnmark contains cloudberry from the Swedish area between Tämnaby and Storuman, close to the Norwegian border, and moss from Iceland. Both mulberries and moss are characteristic of Finnmark, but in the late summer of 2008, reindeer ate most of them.



57° 2' 24.2" N  
08° 29' 35.8" E

## THE DANISH HEATH

Heden is the taste of the Danish heath. The spirit is distilled from the finest, hand-picked raw materials from the Danish heath, including bell heather and heather honey from the area around Klitmøller in North Jutland, and slash-and-burn rye from Dianalund. A shortage in raw materials has meant that the tormentil root and lingonberries, which are usually found on the heath, have been gathered in northern Sweden.



LATITUDE 66° 34' 14.1528" N LONGITUDE 16° 29' 39.2496" E

## TRAVELOGUE FROM SØREN ESPERSEN

Søren Espersen, cultural sociologist, herbal expert, nature guide and consultant at Claus Meyer's Nature Almanac. In connection with Project No1, we invited Søren Espersen to travel around the Nordic region and gather the most characteristic tastes from nature. Here is an extract from his travelogue. Read the full travelogue at [www.arcusprojekt.dk](http://www.arcusprojekt.dk)

Extract from the Travelogue from Northern Sweden - Swedish forest between the sea and mountains.

I had actually seen the reindeer before it happened. It stood there grazing on the roadside. But it was only when the truck on the opposite side was 25m away that it moved into the road. A split second later it saw the vehicle and set off. The next moment I was looking it straight in the eyes, just inches from the radiator before it disappeared into the scrub on my right side. Brakes, horn. An instant awakening to the reality on the roads in northern Sweden. I pull over to the side, rearrange my home office, which was previously located on the passenger seat, but which is now on the floor with cards, cameras, a water bottle and anything else good to have handy for long journeys. I get out of the car, stretch my back and look to the north, towards the low mountains around Gällivara and Malmberget.

It was August 2007. I was travelling through northern Sweden and Finnmark. It was both a journey through old Nordic food traditions and through the nature on which they are based. Specifically, the task was to collect samples of herbs and berries and to meet people, as I am deeply fascinated by nature and cultural landscapes, and to create new products based on the nature they themselves are a part of. The project I was working on would explore the little-known or forgotten universe of scents and tastes that hides in the rich Nordic flora.

It is now June 2008. Almost a year has passed. Herbs and berries have been transformed into a number of extracts, distillates and taste prototypes, which are now being further developed into actual products. The possibilities are enormous; also for using our experience from other areas of food production. Uniquely,

we work on open source principles - so our experiences will be made available to our partners. This also applies to all the collectors and small and large producers I am now looking forward to visiting for the second time.

We have become wiser about many subjects over the last year. Among other things, the terroir concept: it is not easy to distinguish between, for example, mountains and forests here in Sweden. Theoretically, it is possible to keep them apart, but in reality the elements go together like peas in a pod. Which plants are typical of which areas often proves to be a matter of taste. In the harshest mountain areas where it is hard to find dryas or mountain bearberries, sheltered valleys cut through filled with pine trees hundreds of years old, blueberries, lingonberries and mushrooms. Swedish forest in Swedish mountains. In general, the birch tree line is regarded as the boundary between mountain and lowland, but only when considering a vertical angle. Looking at the landscape more horizontally, the conditions are far more complicated. We are in search of Norwegian angelica from the mountains. And yes: It is found up in the mountain areas close to the Norwegian border - but also a little further down in the lowlands a few kilometres away. And we want to find wild rosemary from the Swedish forests: there is plenty in the lowlands - but it is also found on the moors in the mountains. And when we talk about yarrow, blueberry, heath heather and a variety of other plants and berries, we'll find them from Røms' dunes to the coastal cliffs of Alta. It is possible that a yarrow from Røms tastes different than one from Alta, but we just don't know! When we want to recreate a mood from the forest of northern Sweden in a spirit and use virtually the same ingredients we can find in Midtjylland, can the consumer grasp our intentions? We don't know. But we have a theory that there are nevertheless some ingredients that are either so distinctive to the individual area or because of the climate or soil of the area have such special taste characteristics that they provide the experience: here we are in the middle of the forest in northern Sweden. Here lingonberries and mushrooms are spread under the big pine trees. Here we can smell moss and lichen and resin. And here we stand on a Swedish mountain side where the angelica blossoms on the edge of a small stream.

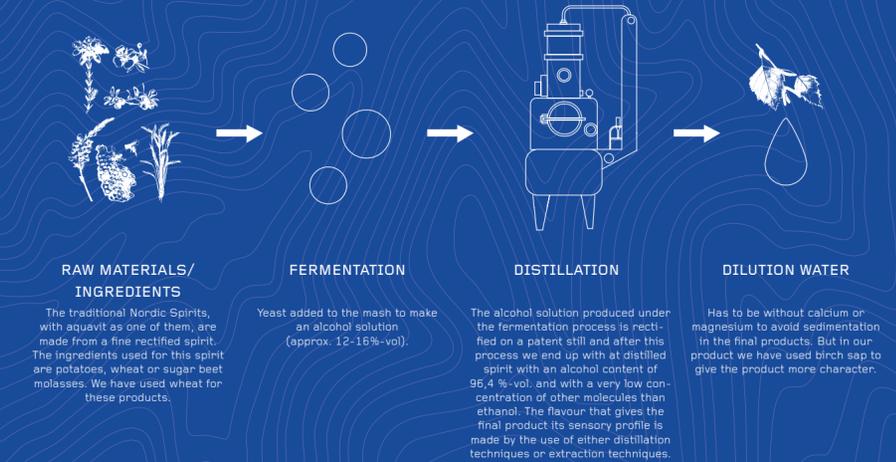
Last year I visited Rickard Norberg. On my way there I visited Bjørnlandet, a rather small national park in Swedish terms, south-west of Fredrika. It was fascinating, with its vast areas of almost bare rock fields, ancient pine trunks marked by forest fires and low plants hanging over swamp forests. Here there is plenty of wild rosemary, which is called skvattram in Swedish. There are blueberries, bilberries and other good things. I made enquiries at the nature conservation authorities before visiting. You can pick berries for your own consumption and mushrooms! And you can also visit for development work. But actual production and commercial business is forbidden! For this you have to be outside the national park area. Here too in Sweden, this essentially fundamentalist attitude is that nature means untouched nature. But does this apply to a cultural landscape? We will always have to relate to this conflict - and to relate to the nature conservation authorities ...



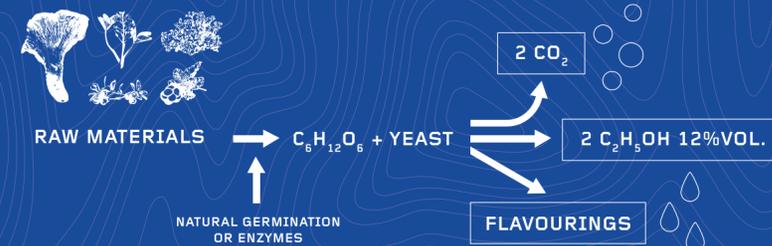
LATITUDE 68° 54' 6.3324" N LONGITUDE 28° 25' 8.4612" E

# ARCUS PROJECT X

# THE CHEMISTRY OF NORDIC SPIRIT



## FERMENTATION PROCESS

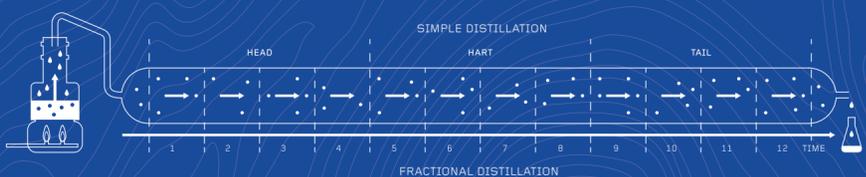


## DESTILLATION PROCESS

Distillation is a process where two or more liquids/flavours can be separated because they have different boiling points. Distillation is thus a separation process. If fractional distillation is undertaken, it is therefore possible to "capture" the flavours nature adds to the distillate and by using fractional distillation, you can select the flavours that you want to use in the processing of the finished product. This is the theory, but it requires the right equipment, as well as many years of experience as a distiller to be able to achieve this.

### SIMPLE DISTILLATION

Aroma molecules are released at different times: Head, heart and tail.



### FRACTIONAL DISTILLATION

Provides the ability to get closest to the individual molecule, with this method you can produce exactly the taste you want.



LATITUDE 57° 2' 24.2016" N LONGITUDE 8° 29' 35.8332" E

