

MADE IN ICELAND



A selection of Icelandic food and design items.



OFF THE LAND

Icelandic nature inspires and nourishes.

Lava stones are polished and worn as jewelry, the unique wool from Icelandic sheep has kept people warm for centuries, wild berries mixed with whey (a dairy byproduct) make for a refreshing beverage, tea made from wild herbs soothes and rejuvenates, and angelica syrup surprises and sweetens.

Organic grains and vegetables are grown in the fertile countryside, sheep roam freely in highland pastures in the summer—making Icelandic lamb practically game—and the sea surrounding the island supplies consumers with abundant fresh seafood. Geothermal heat is used to make sea salt and pure Icelandic water is the key ingredient in locally-brewed beer.

Icelandic nature is bountiful and an endless source of inspiration for food producers, designers and artists. Here we present a selection of just a few.

COMPILED BY JENNA GOTTLIEB AND EYGLÓ SVALA ARNARSDÓTTIR. INTRODUCTION BY EYGLÓ SVALA ARNARSDÓTTIR.
COVER PHOTO OF THE STOOL FUZZY, DESIGNED BY SIGURÐUR MÁR HELGASON. PHOTO THIS PAGE OF THE 2014-2015 HOLUHRAUN ERUPTION BY PÁLL STEFÁNSSON.

ECO-FRIENDLY AND HEALTHY

Íslandus is a delicious local drink, rich in nutrients.

Íslandus is a natural, healthy drink that incorporates local ingredients like whey, crowberries, blueberries and bilberries. "People are often surprised when they get their first taste of Íslandus," says Sigríður Anna Ásgeirsdóttir, co-founder of the company Kruss, which produces Íslandus. "The first thing they say is: 'it's delicious!' The taste is unique; mixing the natural sweetness of Icelandic berries and the freshness of whey, which used to be a favorite drink of hard-working farmers for its exceptional thirst quenching qualities." Whey eventually fell out of fashion, but thanks to Íslandus it's finding its way back into the Icelandic diet.

NUTRITIONAL BENEFITS

The nutritious drink is enjoyed pure but can also be mixed into smoothies, desserts, and even cocktails. Whey is a traditional by-product of skyr, produced at the farm Erpsstaðir in West Iceland, and the berries are handpicked throughout the country. Íslandus also contains Iceland moss, Arctic thyme and birch leaves; making it a beverage rich in vitamins and antioxidants. The combination of all these ingredients makes Íslandus unique in the world.



BRAND-NEW PRODUCT

The company is introducing an exciting new product: crispbread with whey, Iceland moss and seeds. "The idea behind this new product is in accordance with the company's no-waste philosophy," says Sigríður. Extract of Iceland moss is used for the drink and the rest of the moss gives flavor to the crispbread. "With our production, we are honoring the traditional use of whey, through innovative food production in tune with modern-day life."

Tómasarhagi 40, 107 Reykjavík
islanduskross.is



ROUGH AND TENDER BEAUTY

Iceland represents the strong forces of Icelandic nature and history.

Iceland founder and jewelry designer Jón Sigurjónsson draws his inspiration from Icelandic history and nature.

ENDLESS SOURCE OF INSPIRATION

From the quiet winter mornings, to the bellowing groan underneath the glacier, to the northern lights in the sky, Icelandic nature is an endless source of inspiration. Jón and his fellow master goldsmith Páll Sveinsson have since 2000 sought to bring out and mimic Icelandic nature, respecting its roughness while also focusing on its tender beauty.

GOING FOR GOLD

The Gold Collection is the original Icecold collection. The unique rings, necklaces and earrings are made from gold or white gold. Many of them have diamonds and customers can add extra diamonds to their item of choice for extra sparkle.

Symbolizing Icelandic nature and landscape, the forces that have shaped its magnificent mountains, volcanoes and glaciers, the Gold Collection is constantly expanding.

Iceland jewelry is available at the Jón & Óskar flagship store in Reykjavík city center and in its branches in shopping malls Kringlan and Smáralind.

Laugavegur 61, 101 Reykjavík
iccold.is

VÍNBERIÐ

A sweet selection.

Vínberíð is a cute little shop that has been a mainstay of downtown Reykjavík for more than 40 years. If you have a sweet tooth, or are shopping for gifts to bring back home, Vínberíð has a great selection of local and international candies and chocolates. For instance, the shop carries the popular Icelandic chocolate brand Omnom Chocolate as well as sweets from Nói Sírius.

Laugavegur 43, 101 Reykjavík
vinberid.is



URTA ISLANDICA



- a little taste of Iceland -

Urta Islandica is a family-run business that specializes in producing and selling gourmet products made from local Icelandic ingredients. The company offers unique herbal salts and soothing herbal teas in a variety of flavors; as well as tasty jams, crackers, herbal syrups and gift boxes. All products are handmade and available to purchase online, at Urta Islandica's shop, as well as in shops around Iceland.

Austurgata 47, 220 Hafnarfjörður
urta.is



VARMA

The warmth of Iceland.

Varma is a local Icelandic clothing company that focuses not only on keeping customers stylish, but also warm. Known as “the warmth of Iceland,” Varma designs, manufactures and sells high quality products made from pure Icelandic wool. The Varma brand includes: gloves, socks, mittens, hats, headbands, scarves and shawls, as well as sweaters, cardigans and capes; all made from Icelandic wool in a variety of patterns and styles. All Varma products are proudly made in Iceland.

Ármúli 31, 108 Reykjavík
varma.is



PROMOTING HEALTHY LIFESTYLES

Organic farming and food production thrives in East Iceland.

Móðir Jörð is an organic farm that produces premium Icelandic vegetarian food. Situated at Vallanes, a farm in a beautiful slice of East Iceland, Móðir Jörð grows grain and vegetables alongside a glacial lake, midway between Egilsstaðir and Hallormsstaður. They are the key ingredients in Móðir Jörð’s food range, consisting of healthy and delicious barley, crackers, chutneys and lacto-fermented vegetables. The certification office TÚN in Iceland certifies everything grown or produced at Vallanes as organic.

ORGANIC FARMING AT VALLANES

This area is known for its forests and relatively mild climate. The fields surrounding Vallanes have been shaped by the planting of one million trees, some of which shelter the growing crops. The farm produces an exciting and diverse line of products including: barley products, fresh vegetables, vegetarian burgers, sweet pickled vegetables or chutneys, jams, dried herbs and local teas, extra virgin rapeseed oil, breakfast barley porridge, pancake mix, and massage oils made from wild Icelandic herbs. Móðir Jörð’s products were honored with the Fjöreggið food award in 2015 – given by the Food and Nutrition Society of Iceland and the Federation of Icelandic Industries.



IDEAL LOCATION

This summer, Móðir Jörð opened a shop and organic restaurant in a new building using wood from the farm. It’s a place where local food and design meet, and the menu reflects the seasons and local East Icelandic ingredients for breakfast, lunch and snacks throughout the day. It’s open 8:00-18:00, Monday-Saturday, until the end of October. Vallanes is the perfect destination for people seeking a variety of fresh, organic produce and wholesome specialty food products.

Vallanes, 701 Egilsstaðir
vallanes.is



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.. There is something about ... the **Northern Lights**.
Handcrafted, each exquisite pendant is unique.
This latest design of the **ICECOLD** line is made from silver and titanium and inspired by the magical Northern Lights.



Available in Jón & Óskar stores,
Laugavegur 61, Kringlan mall, Smáralind mall.
Tel. +354 552 4910 // www.jonogoskar.is.

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ICECOLD
Northern lights

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BE WARM BE WELL

ICELANDIC DESIGN SINCE 1972

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