

BRAND PRESENTATION FOR

Jukkasjärvi Ice Hotel

Prepared on

FRIDAY, APRIL 24, 2015

THE HOTEL

The Ice Hotel is built annually with snow and ice in Jukkasjärvi, a small town in northern Sweden, since 1990. Every year, a team of artists design the hotel rooms and sculptures around unique themes. Jukkasjärvi features a world-renowned bar with glasses made of ice, an elaborate ice chapel, a lively event space, two gourmet restaurants, and access to various outdoor adventures like dog sledding and survival training in the vast Swedish Tundra.





JUKKASJÄRVI
FOOD & DRINK

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EVENTS

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ADVENTURES

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**JUKKASJÄRVI
ICE HOTEL**

Marknadsvägen 63, 981 91
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www.icehotel.se

Dear Valued Member,

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Anita Ekberg





**JUKKASJÄRVI
ICE HOTEL**

Stellan Skarsgård





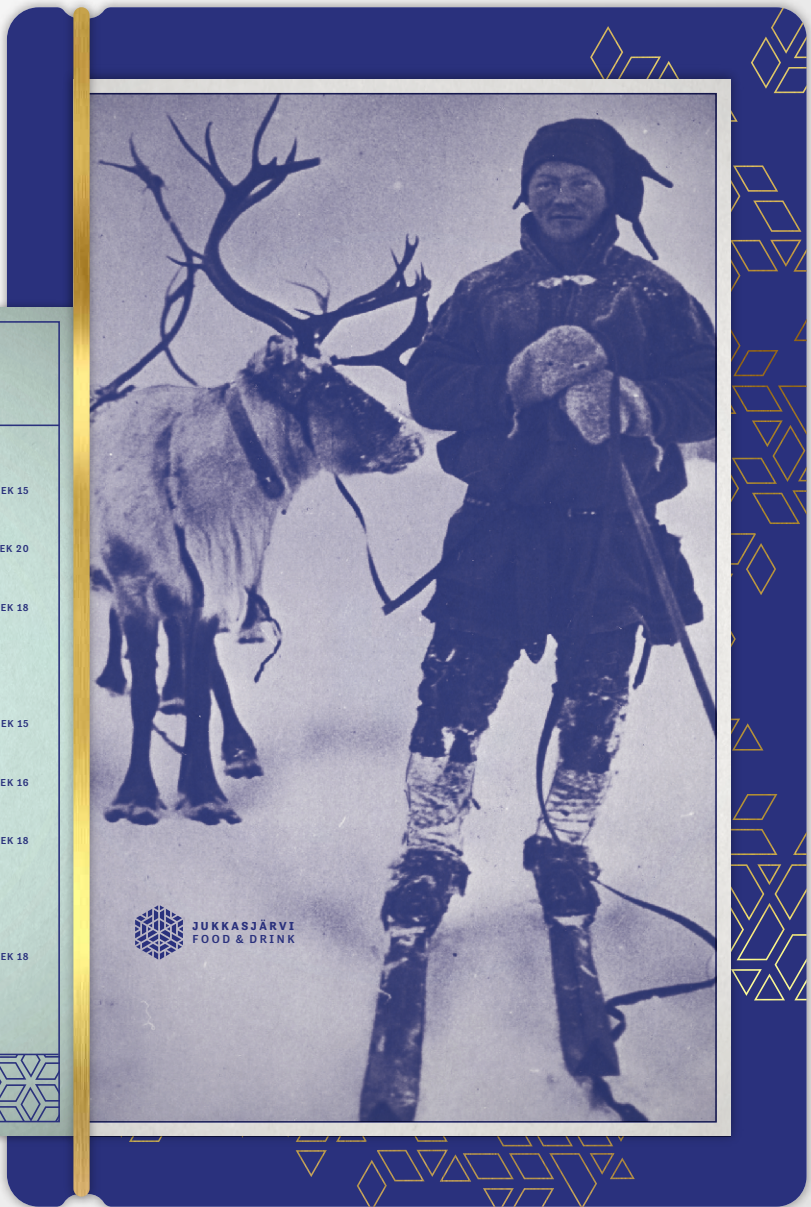
THE RESTAURANT

The Ice Hotel restaurant is not only the epitome of experimental gourmet dining, but also works to incorporate classic Swedish dishes as well. The menu pulls a bit of this historical flavor into the design through old photographs, while maintaining an upscale sensibility through simple colors and gold embellishments.





COCKTAILS	
APERTIF	
Suicide Blonde <i>Ketel One vodka, fresh lime, elderflower cordial, Prosecco</i>	SEK 15
Negroni <i>Beefeater gin, Carpano Antica Formula Vermouth, Campari, lemon</i>	SEK 20
Antidote <i>Beefeater gin, Amaro Cynar, Kamm & Son, ginger beer, cucumber, star anise</i>	SEK 18
IN-BETWEEN	
Purple Rain <i>Absolut Kurant vodka, Triple sec, Crème de Mure, blackberry puree</i>	SEK 15
Lavender Sweet <i>Olmecca Altos Plata tequila, Triple sec, lime juice, lavender sugar</i>	SEK 16
El Salvador <i>1800 Reposado tequila, Pedro Ximenez sherry, Agave syrup, whiskeys bitter</i>	SEK 18
AFTER DINNER	
Crumble <i>Absolut Vanilia vodka, blackberry puree, apple juice, blackberries</i>	SEK 18



BREAKFAST

FROM THE SKILLET	Oslo Omelette <i>Smoked Norwegian salmon, fresh dill and cream cheese</i>	SEK 70
	Stockholm Omelette <i>Falukorv sausage and havarti</i>	SEK 70
	Kobenhavn Omelette <i>Danish blue cheese and sautéed fresh spinach</i>	SEK 70
	Anders' Hash and Eggs <i>Our own handcut cornbeef, potatoes and sautéed onions</i>	SEK 70
	Two Eggs <i>Any style, potatoes and toast</i>	SEK 60
FROM THE BAKERY	Breakfast Meats <i>Smoked bacon, links, potato sausage, or falukou vitkorv (mild veal sausage)</i>	SEK 40
	Muesli <i>Our own mix of nuts, dried fruits and cereal, served with yogurt or fresh fruit</i>	SEK 25
	Oatmeal <i>Served with brown sugar and milk</i>	SEK 25
	Pannekaker <i>Two Swedish pancakes with lingon</i>	SEK 35
	Vanilla and Orange French Toast <i>Thick sliced egg bread with vanilla, orange and cinnamon</i>	SEK 35
LIGHTER FARE	Belgian Waffle <i>Served with fresh fruit and whipped cream</i>	SEK 35
	Fruit Bowl <i>Seasonal mixed fruit with fresh mint leaves</i>	SEK 25
	Baked Apple <i>Tart green apple baked with cinnamon and served with cottage cheese</i>	SEK 25
	BEVERAGES <i>Coffee, Tea, Cappuccino, Espresso, Freshly Squeezed Orange Juice</i>	SEK 10

LUNCH

SANDWICHES	Tuna Salad <i>Made with grapes and almonds, served open faced on limpa toast</i>	SEK 85
	Honey Mustard Chicken Salad <i>Served on a lightly toasted croissant</i>	SEK 85
	Hamburger or Cheeseburger <i>Made with 11/2 lb. angus beef with danish blue, jarlsberg, havarti caraway or cheddar</i>	SEK 90
	Norwegian Meatball Sandwich <i>Made hot with gravy or cold with egg and tomato, served open faced on limpa toast</i>	SEK 90
	Reubenssen <i>Made with cornbeef, sauerkraut and jarlsberg, served on limpa toast</i>	SEK 90
FROM THE OVEN	Quiche <i>Made from scratch with the freshest ingredients, served with fresh fruit</i>	SEK 60
	Broiled Salmon <i>Served over gratin with an arctic shrimp buerre blanc and sautéed spinach</i>	SEK 75
	Chicken Breast <i>Rolled and stuffed with limpa and jarlsburg cheese and topped with a bean and roasted bell pepper fricasee with curry potato cruquettes</i>	SEK 75
	Janssons Temptation <i>Served with falukorv sausage and pickled cucumbers</i>	SEK 80
	Pytti Panna <i>Served with apple, cherry and onion stuffed pork roast, Swedish style potatoes and wilted greens</i>	SEK 75
FROM THE GRILL	Steak of the Day	SEK 100
	Fish of the Day	SEK 90
	BEVERAGES <i>Coke, Diet Coke, Sprite, Hot Tea, Hot Cocoa, Cappuccino, Espresso, our special Roast Coffee, Swedish Kristal Sodas</i>	SEK 10

COURSED DINNER

4 COURSES SEK 285	<i>Bleak roe with potato rostl & the classic trimmings, served on ice.</i>
	<i>Cured, lightly smoked fillet of Arctic char, fennel puree, Arctic char mousse & sea buckthorn, served on ice.</i>
	<i>Fillet of reindeer with jägermeister sauce, potato fondant, vegetables & cloudberry jelly.</i>
	<i>Caramel tuile, nougat ganache with truffles & Arctic bramble sorbet, served on ice.</i>
6 COURSES SEK 320	<i>Bleak roe with potato rostl & the classic trimmings, served on ice.</i>
	<i>Cured, lightly smoked fillet of Arctic char, fennel puree, Arctic char puree & sea buckthorn, served on ice.</i>
	<i>Smoked reindeer tartare, blueberry cured fillet of moose with pickled shiitake & deep fried flat.</i>
	<i>Lapland flatbread, served on ice.</i>
	<i>Fowl of the day with morel sauce & vegetables.</i>
	<i>Fillet of reindeer with jägermeister sauce, potato fondant, vegetables & cloudberry jelly.</i>
	<i>Caramel tuile, nougat ganache with truffles & Arctic bramble sorbet, served on ice.</i>

A LA CARTE DINNER

<i>Selection of mountain river fish</i>	SEK 199
<i>Scallops</i>	SEK 235
<i>Home smoked duck Margret</i>	SEK 215
<i>Moose carpaccio</i>	SEK 215
<i>Beet salad w goats cheese flakes (V)</i>	SEK 165
<i>Potato & leek soup (V)</i>	SEK 185
BEVERAGES <i>Coke, Diet Coke, Sprite, Hot Tea, Hot Cocoa, Cappuccino, Espresso, our special Roast Coffee, Swedish Kristal Sodas</i>	SEK 10

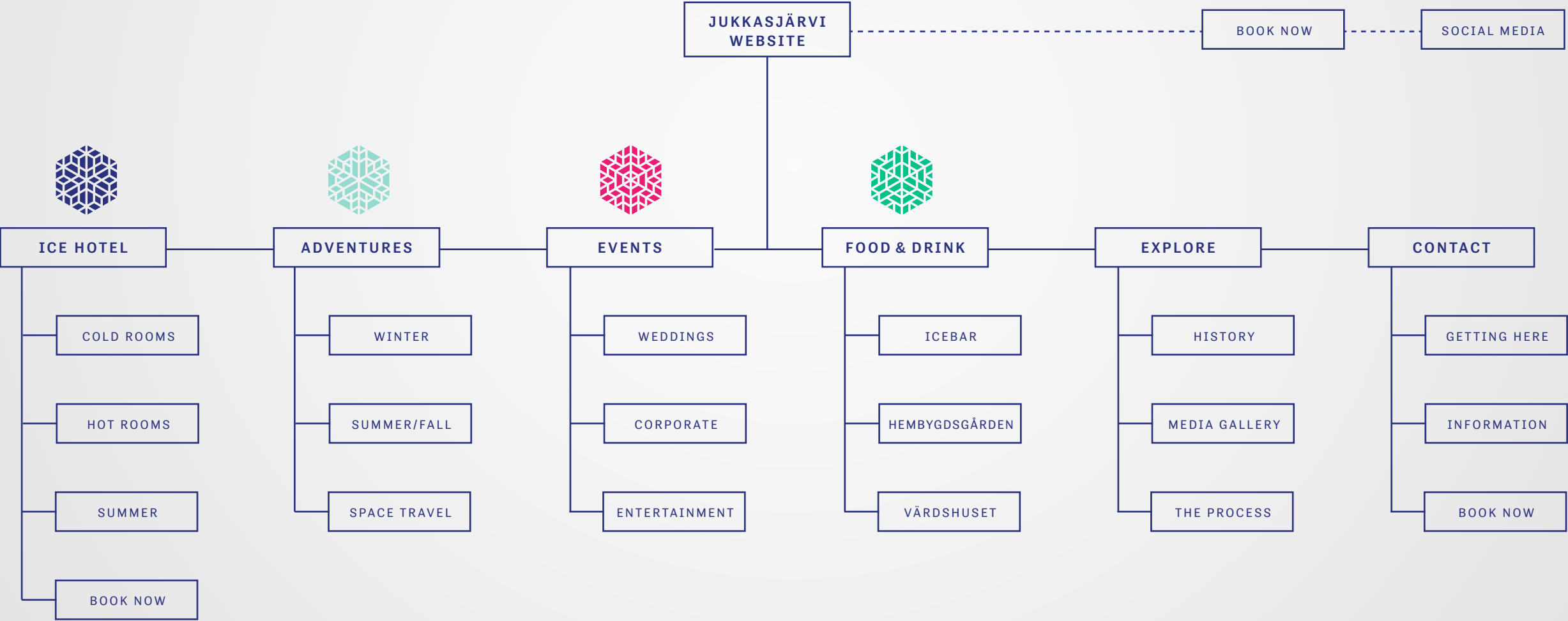
DESSERT

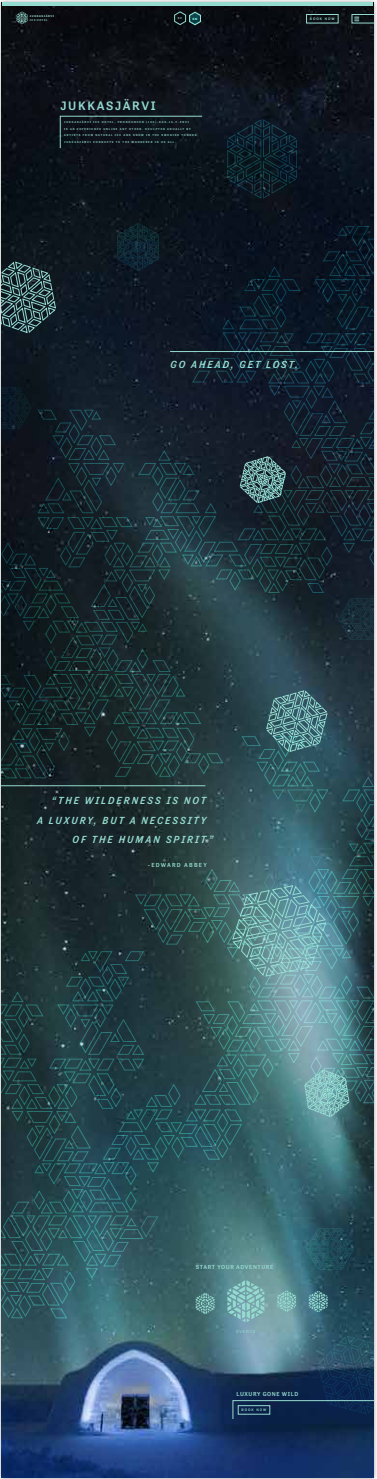
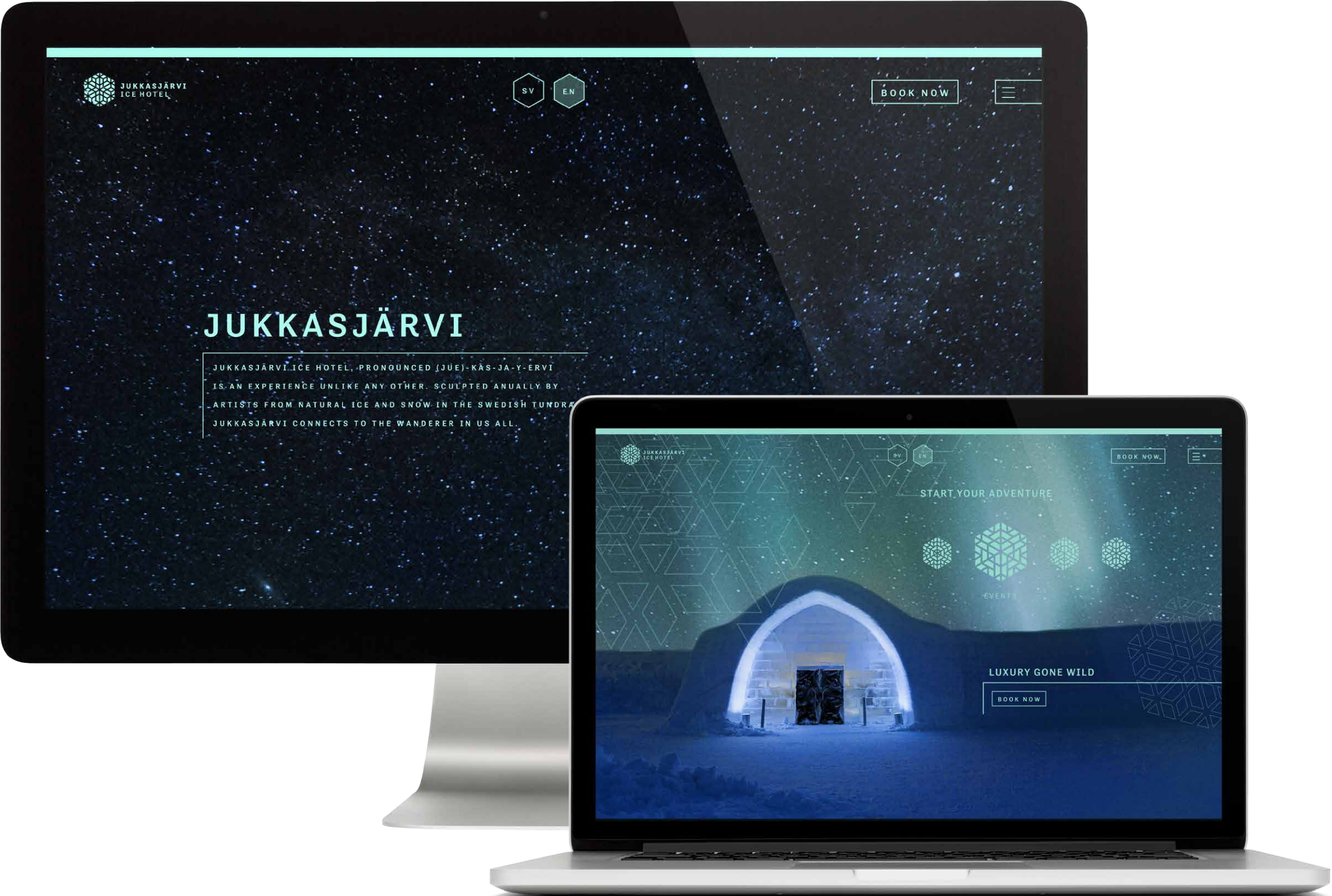
BAKED GOODS	
Rhubarb Pie <i>Spiced granola crust, fresh bay leaf ice cream</i>	SEK 15
Cardamom Crème Brulee <i>Mint, blood orange, strawberries</i>	SEK 20
Swedish Waffle <i>Organic berries, vanilla bean whipped cream</i>	SEK 20
Princess Cake <i>Raspberry jam, pastry cream, marzipan</i>	SEK 19
Aebleskivers <i>Cloudberry jam, house butter</i>	SEK 17
ICED TREATS	
Chocolate Kladdkaka <i>Vanilla cream, caramel brittle, house-made hazelnut ice cream</i>	SEK 19
Northern Lights <i>Chocolate terrine, lingonberry sorbet, Italian meringue</i>	SEK 18
Sorbet <i>Seasonal selection</i>	SEK 20

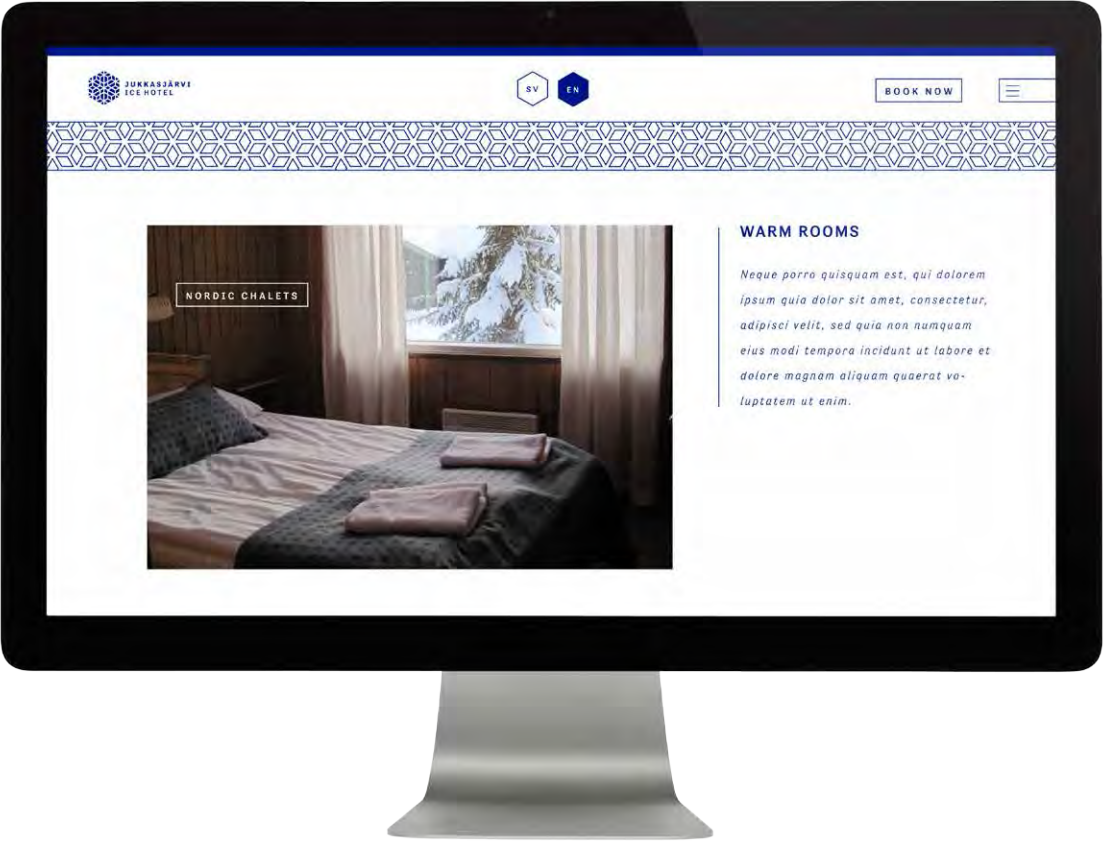
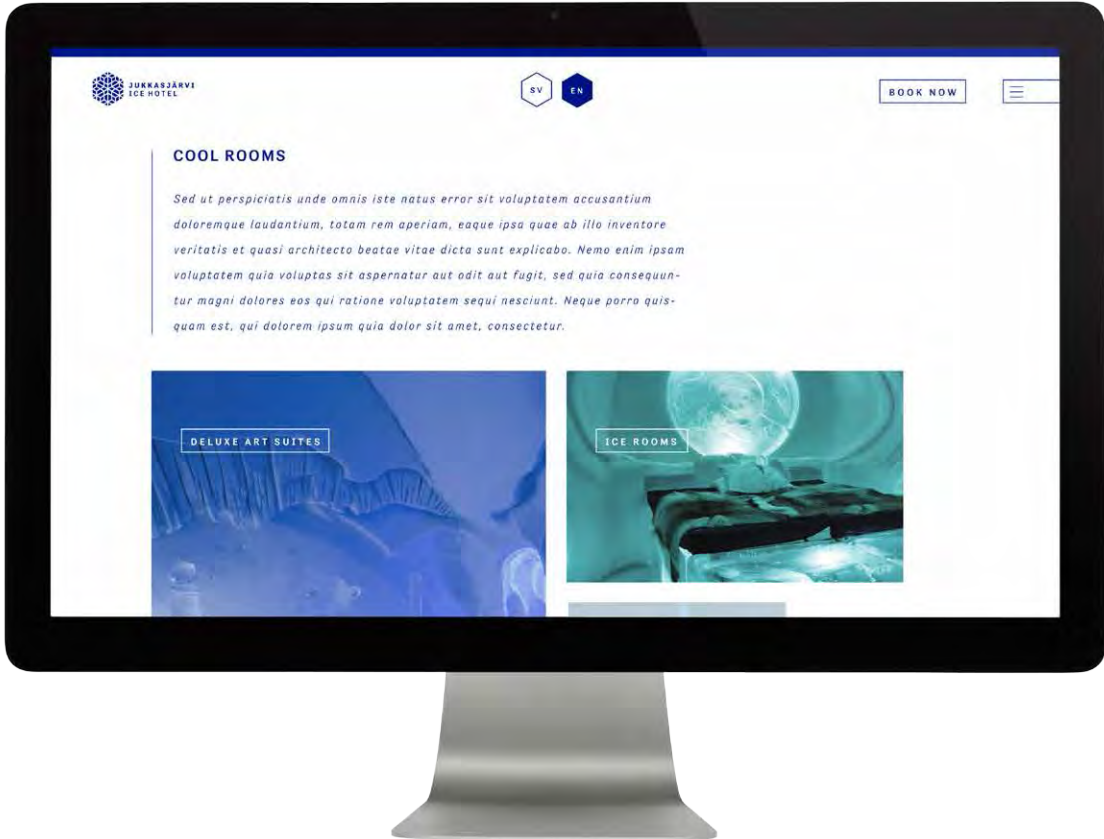


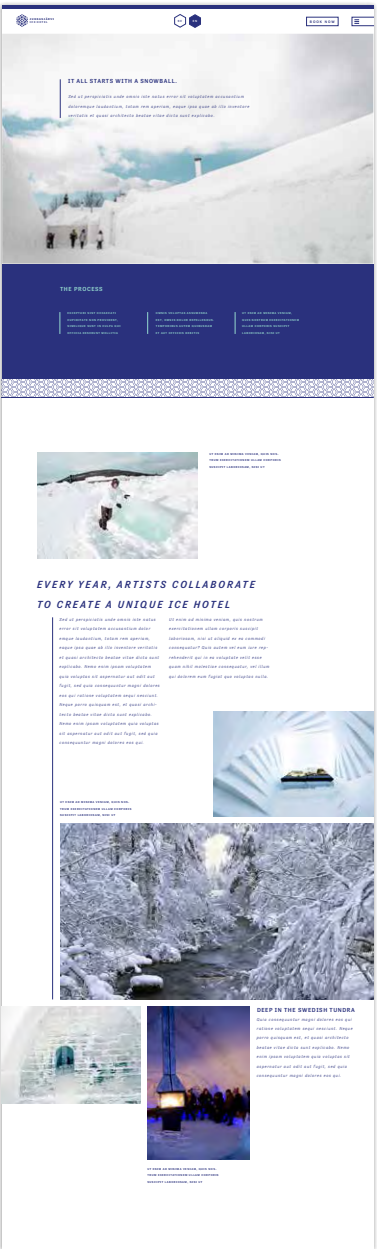
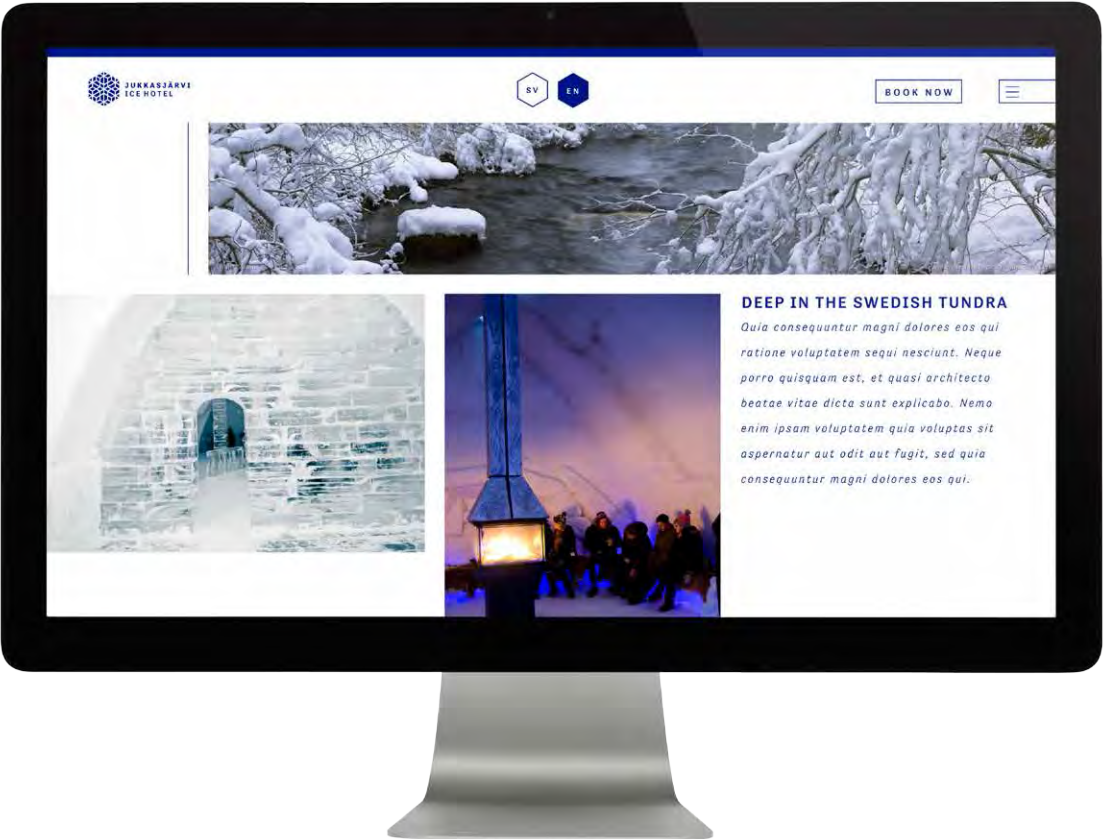
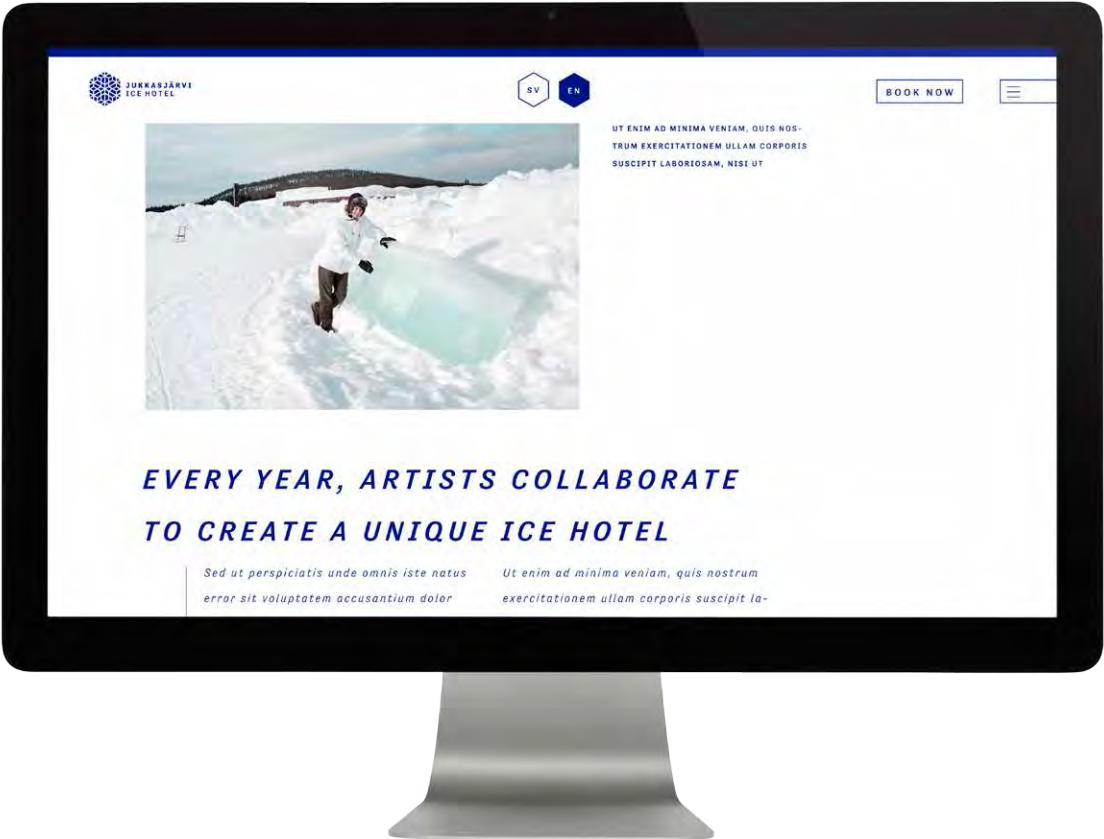
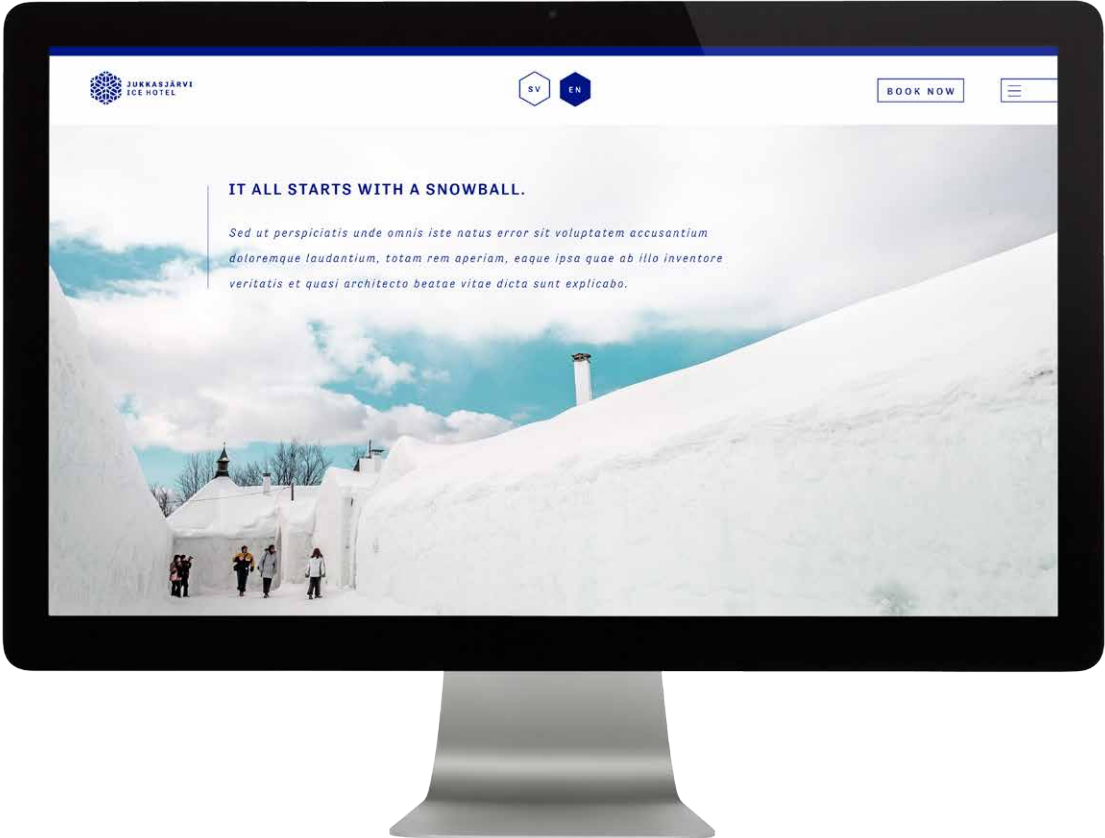
THE WEBSITE

Upon entering the website, a long-scroll home page allows the viewer to become immersed in the wide-open sensation of the Swedish wilderness. The collapsible menu and “book now” button in the sticky header keep navigation streamlined while the “explore” page dives deeper into the history and construction of the hotel. Strict grids are avoided in favor of deconstructed, more organic layouts to evoke the feeling of unpredictability while remaining elegant.











ADVERTISEMENTS

With the headline, “Luxury gone wild”, Ice Hotel’s advertisements seek to marry two opposing worlds—that of a high-end hotel experience with the excitement of the Swedish wilderness. The series uses jarring colors and patterns to not only catch the eye, but to underscore the uniqueness and vibrancy of this famous hotel.

*Luxury
gone wild.*





JUKKASJÄRVI
(JUE)-KAS-JA-Y-ERVI ICE HOTEL

RECONNECT WITH NATURE IN OPULENT RUGGEDNESS THROUGH
ACTIVITIES LIKE DOG SLEDDING IN THE SWEDISH TUNDRA AT THE ONE
AND ONLY ICE HOTEL. *THE WILD IS CALLING AT WWW.ICEHOTEL.SE*

*Luxury
gone wild.*



JUKKASJÄRVI
(JUE)-KAS-JA-Y-ERVI ICE HOTEL

RECONNECT WITH NATURE IN OPULENT RUGGEDNESS THROUGH
ACTIVITIES LIKE SURVIVAL TRAINING IN THE SWEDISH TUNDRA AT THE
ONE AND ONLY ICE HOTEL. THE WILD IS CALLING AT WWW.ICEHOTEL.SE

*Luxury
gone wild.*



JUKKASJÄRVI
(JUE)-KAS-JA-Y-ERVI ICE HOTEL

RECONNECT WITH NATURE IN OPULENT RUGGEDNESS THROUGH
ACTIVITIES LIKE CROSS COUNTRY SKIING IN THE SWEDISH TUNDRA AT THE
ONE AND ONLY ICE HOTEL. THE WILD IS CALLING AT WWW.ICEHOTEL.SE



THANK YOU FOR LOOKING!

Tack för att titta!