



Introduction

We talk about Estonia’s food-based travel experiences to an audience of Flavour Seekers. For them, dining is as much about understanding the ingredients, as it is about enjoying the meal, meaning foraging for mushrooms is as life affirming as five-star dining.

Brand Essence

Our Brand Essence distils our strategy into a few short words, capturing Estonia’s spellbinding ability to flex its space and time, so it’s tailored to the traveller.

It’s about time

Experience Positioning

Our Experience Positioning is a brief description of the overall experience offered to the Flavour Seeker. It highlights proof points that show how Estonian cuisine enables travellers to make the most of their precious time when travelling.

Estonia is the **insatiable choice** for the **Flavour Seeker**. It’s for those wanting to **experience food at their own pace** and those who want to experience a **deeper connection with the restaurants, recipes and ingredients** they discover.

Because in Estonia, no matter your schedule, **you’ll have all the time in the world; Centuries of influence** slowly simmer together. Foraging for mushrooms means **getting lost in the moment**. Fine dining **can last a day**, and fast food comes **as fast as it grows**.

Thanks to our **compact size** and **effortless accessibility**, Estonia tailors its time to the traveller, meaning you can **better connect** to our food — and your own.

Experience Promise

Our Experience Promise outlines our commitment to our audience and our ambition for their experience when travelling Estonia.

Through our **compact size** and **effortless accessibility**, we commit to enabling **Flavour Seekers to make the most of their time** when **discovering our food**. This promise ensures we deliver experiences that provide a **deeper connection** to our people and our places.

Experience Values

Alongside our brand values of tuned in, let loose and wide-eyed, which are shared by each experience, we also have a unique value specific to food — all food experiences should make the Flavour Seeker feel spellbound.

Tuned in

Tuned into Estonian life.

Let loose

Let loose to discover the real Estonia.

Wide-eyed

Wide-eyed about Estonia’s hidden treasures.

Spellbound

Spellbound by Estonian food.

Experience Voice

Alongside our Brand Voice principles of the language of time, the power of understatement and the release of creative freedom, experiences in food are also expressed through the use of evocative sensations and intimate details.

The language of time

The power of understatement

The release of creative freedom

Evocative sensations

To describe food discovery through the senses.

Intimate details

To emphasise a close relationship with food.



Visit Estonia
Experiences with Food
Strategy and Story

visit
estonia

It's about time

Estonia slowly simmers with culinary styles and stories. Gastro travellers are enchanted by the unexpected mix of generations-old traditions and up-to-the-minute innovations. Here, fine dining can last a day and fast food comes as fast as it grows. It's this complexity that compels visitors to take quality time to sip, savour and seek knowledge behind the scenes.

Steaming black rye bread served hot from the oven can evoke 7,000 years of history. A leisurely eleven-course Nordic menu can take a half a day to devour. Hours can slip away while scouring the forest floor for the yellow caps of chanterelle mushrooms. A secret restaurant reached only by river is an experience worth waiting for.

Time after time, our culinary culture will inspire obsession in food lovers. When it comes to following your passion, there is no clock-watching.

Visit Estonia. It's about time.