

At Restaurang VRÅ, we have high ambitions. We want to show that it is possible to run a restaurant sustainably from an overall perspective, not only when it comes to raw materials, climate impact, cleaning materials or waste sorting and local circular foodsystems, but also to drive sustainable development in social issues such as gender equality, equality in the restaurant industry and society. We are innovators leading the process of developing a modern sustainable restaurant industry.

We work sustainably, traceably, ecologically and have chosen to follow nature instead of trying to tame it. We only work with sustainable fish and vegetables in season. The season may determine what comes in through the kitchen entrance. Therefore the menu depends on the season, and sometimes it even varies a little from day to day.

We are running an organic rooftop farm with the farmer collective Odlingsbolaget Svalan on the 4 floor of the hotel. One of the innovative circular systems we developed together is to ferment the food waste with the bokashi method, so that Svalan can pick it up and put it back as nutrition and soil on the rooftop farm. A local circular sustainable system that turned tons of food waste into new vegetables, without leaving the hotel and then going back into the veggies and landing on the plate once again.

VRÅ X REFRAMING is a project and a community initiated and run by Sofia B Olsson, Operations Manager at Restaurang Vrå, and which aims to drive the development of a sustainable restaurant industry and show how sustainability can contribute to innovation and new thinking. Interesting, leading and innovative female profiles in the creative industries are invited to collaborate and co-create on themes linked to sustainability and the food / restaurant industry in order to drive the industry in a sustainable direction. This is something that is clearly reflected, for example, in the operation of restaurant Vrå.

The first project that was part of VRÅXREFRAMING was to make use of food waste in the form of oyster shells, kelp and rinse water from rice, and from that a designer made a stool and a bench for the restaurant. A local, sustainable circular system that shows potential in food waste on a new level.

Through its activities, VRÅ REFRAMING has made a strong contribution to driving sustainable development for an entire industry, not just for its own operations. With a desire for experimentation, drive and commitment, VRÅ gathers leading profiles who are role models and forerunners in her field, to show that and what is possible, not least together.

Sofia was initiating the metoo call # härtardetslut and has through VRÅxReframing pushed for and initiated the association Framtidens Krogkultur to actually enable change. The association initially focuses on concrete initiatives around the work environment, education & culture. Restaurant VRÅ is in this context very clear with zero tolerance for sexism, racism and homophobia.

VRÅxReframing has also explored the creation of sustainable design through circular processes - in this case linked to food waste that has arisen in the kitchen in the form of oyster shells that have become stools to sit on in the restaurant.

Another example is involvement in the Scary Seafood project, where Sofia invited fellow chefs to a gastronomic workshop on the preparation of unused raw materials from the sea, and talks with researchers from the University of Gothenburg about new exciting species and their possibilities and limitations. New alternatives to the menu, which is needed given many endangered fish stocks.

Sofia B Olsson & Oyster diver Lotta Klemming are pioneers when it comes to using the Pacific oyster that grows in Sweden for commercial purposes. For that collaborative work, VRÅ have received the "sustainable innovators of the year" award 2018, which is awarded by the Sustainable Restaurants network. VRÅ was the first restaurant in Sweden to serve the invasive oysters and created a trend throughout Sweden that provided countless jobs, reduced transport and an improved marine environment. As a result of this work, these oysters are served in all the best restaurants in Sweden today.

All in all, conditions are created for an interesting industry to work in, an exciting customer experience and with as little environmental impact as possible. VRÅ encourages, challenges and shows opportunities not only for itself but is a role model and forerunner for an entire industry.

Electricity is 100% renewable and comes from Green energy. We also use district heating and district cooling for heating and cooling. We collaborate with Gothenburg Energy by providing the garbage that arises for combustion for new energy and we work actively to recover energy & heat that comes from cooling plants or ventilation. Furthermore, we can use this for other parts and activities of the hotel.

The lighting goes on a time loop, when the restaurant is not open and in the middle of the day there is not as much power in the lamps as it is in the evening.

We use ultra clean water and ozone water instead of chemical cleaning agents. This provides a safer work day, and a cleaner environment.

On a everyday basis we work to achieve our ambitious vision to run a restaurant sustainable in a holistic perspective working with all the parts of operation.