

Press release, March 9, 2017

Viking Line to showcase vegetarian food

Viking Line's Spring & Green campaign will highlight green values and our long-term environmental work on our vessels.

Caring for nature in the Baltic Sea archipelagos is an issue that has been close to Viking Line's heart for decades. During our Spring & Green theme weeks, from April 3 to May 31, 2017, we will focus on the environment as well as on green values and flavours. During this period, as part of the campaign, passengers will be able to enjoy our brand-new Spring & Green vegetarian menu, take part in Baltic Sea-themed activities and buy organic products in the shops on board.

During the theme weeks, the company's green values and environmental work on our vessels will be presented. Viking Line will spotlight locally produced food and green flavours, offering a vegetarian menu for the first time under the Spring & Green theme. This menu is based on the creative use of ingredients from Nordic nature and proves it is possible to plan a fine dining menu that everyone can enjoy – vegetarians and vegans, as well as people who eat fish and meat. The menu served in the à la carte restaurants will include vegan and vegetarian dishes. As an example, for a starter, passengers can choose roasted and pickled asparagus with nettle pesto, lemon foam and roasted hazelnuts and for the main course crunchy seitan (wheat gluten), homemade non-dairy fresh cheese, smoked aubergine (eggplant), walnut purée with red chili, pomegranate and roasted onion broth.

"In planning the new menu, the underlying idea has been that we want to serve the best and tastiest vegetarian and vegan food on the Baltic Sea. As always, we have used locally sourced ingredients as much as possible. The result is so delicious that it is guaranteed to overcome even the most deeply rooted prejudice against vegetarian food," says Bodil Ståhl, Restaurant Manager at Viking Line.

This green theme will also be seen outside the restaurants. During the campaign, Baltic Sea quizzes for adults and drawing contests for children will be arranged. The shops will showcase products that fit in with the company's green values. Environmentally conscious customers will be able to buy a cloth bag designed by Ivana Helsinki for Viking Line. Some of the revenue generated from the sale of these bags will be donated to help protect the Baltic Sea. The bags will only be sold on Viking Line's vessels.

"Our vessels are red and white, but our values are bright green. These theme weeks are an opportunity for us to highlight our green approach and our environmental work, which began as far back as the 1980s. We want to offer passengers experiences that represent new, green values while nurturing the idea that each and every one of us can do something to protect the environment," says Kaj Takolander, Sales and Marketing Manager at Viking Line.

Viking Line focused on protecting the Baltic Sea during the centenary of Finland's independence

The Spring & Green theme weeks at Viking Line are one element of Viking Line's partnership with the Finland 100 project, commemorating the country's jubilee year of independence, with our goal being to collect 50,000 euros. The funds raised will support Baltic Sea research at the Tvärminne Zoological Station, which is part of the University of Helsinki. During the centenary, the importance of the Baltic Sea and its environmental protection will be communicated in many ways on board the company's vessels.

For further information, please contact:

Christa Grönlund, Communication Manager, Marketing Communications, christa.gronlund@vikingline.com, +358 9 123 5242

Johanna Boijer-Svahnström, Vice President, Corporate Communications, johanna.boijer@vikingline.com, +358 18 277 48

Bodil Ståhl, Restaurant Manager, bodil.stahl@vikingline.com, +358 9 12351

Kaj Takolander, Sales and Marketing Manager, kaj.takolander@vikingline.com, +358 9 123 51