

# embla

FOR IMMEDIATE RELEASE

## **EMBLA, CONTEMPORARY NORDIC FINE DINING BY CHEF JIM LÖFDAHL, LAUNCHES NEW SPRING MENU & ANNOUNCES COLLABORATION WITH ONE MICHELIN STARRED AND MICHELIN GREEN STAR RECIPIENT, RESTAURANT ÄNG ON 21-22 MARCH**

For high-resolution images and menus, [please click HERE](https://www.dropbox.com/sh/vo5lnxhofdswy4i/AAD_MxEYKDaqnefsj-LCHyyja?dl=0) or download from below  
[https://www.dropbox.com/sh/vo5lnxhofdswy4i/AAD\\_MxEYKDaqnefsj-LCHyyja?dl=0](https://www.dropbox.com/sh/vo5lnxhofdswy4i/AAD_MxEYKDaqnefsj-LCHyyja?dl=0)



<<7<sup>th</sup> March, 2023 - Hong Kong>> Opened in 2022 by Chef-Proprietor Jim Löfdahl, EMBLA stands at the forefront of a New Nordic culinary movement in Hong Kong focused on local, natural and seasonal produce. Serving refined Nordic cuisine with a fresh twist, EMBLA is Chef Löfdahl's latest creative endeavour that serves to share his passion and heritage with his guests through a multi-sensory menu.

# embla

With spring just around the corner, EMBLA celebrates the turn of the season with a series of **new spring menus featuring seasonal Nordic-inspired dishes**, and an upcoming **four-hands collaboration** between Chef Löfdahl and Chef Fillip Gemzell of one MICHELIN-starred and MICHELIN Green Star restaurant ÄNG from southwestern Sweden on 21<sup>st</sup> – 22<sup>nd</sup> March.

## **NEW SPRING LUNCH, DINNER & WEEKEND LUNCH MENUS AT EMBLA**

The new spring dining experience at EMBLA is crafted through the art of Nordic cuisine, with lunch, dinner, and weekend tasting lunch menus available in either the “Short” or “Full” EMBLA menu formats.

New additions to the EMBLA menus, showcased alongside popular signature favourites over the past year, include **smoked eel** with pickled herring “Gubbröra” eggs, “Knäckebröd” Nordic crispy bread, Gustav dill vodka from Finland, and a supplemental option of Imperial Ossetra caviar; and “**æbleskiver**”, a spherically shaped Danish pancake with applewood smoked trout; and a spring radish rose with **cured yellowtail**, vendace (smallest fish within the salmon family) roe from Kalix, “rosenkvitten” quince fruit, and lemon verbena.

The crowd-favourite bread course is EMBLA’s famous **sour milk bread**, made with Filmjök, a fermented milk product from Sweden, served together with house-cultured butter that is first fermented with Filmjök before churning and seasoning with sea salt. Other long-standing signature dishes include **Roe deer tartare** with emulsion of ättika, a vinegar made with oxidized alcohol, semi-dried carrots, deep-fried lichens (a type of moss), and browned butter and parsley; and **celeriac fondant** served with preserved truffles, Lapsang Souchong smoked tea scented with pea soy (soy sauce made with yellow peas, otherwise known as “*liura*”) and fermented onion bouillon.

New seasonal main courses will feature “**skrei**”, a migrating cod from Norway served with baby leeks, razor clams, “sandefjord” Norwegian butter sauce and smoked pike perch roe; as well as “lamb I dill” **milk-fed lamb saddle** served with fossilized salsify, hay ash and dill sauce. To conclude for dessert, guests will be able to enjoy a refreshing **sea buckthorn sorbet** with orange cake, meringue, preserved orange and tuille.

The Spring Lunch Menu is priced starting from HK\$688 for Short Embla Experience and HK\$888 for Full Embla Experience, Spring Dinner Menu starts at HK\$1,588 for Short and HK\$1,788 for Full, and finally, Weekend & Public Holiday Spring Lunch Menu is priced from HK\$988 for Short and HK\$1,188

# embla

for Full. All prices are subject to a 10% service charge. [Click HERE](#) to view the full spring menus and prices, including for optional wine pairings.

*"I'm proud to add a few of the most forward-thinking beverage producers from Scandinavia to our wine list this season. Hopped ciders and sparkling fruit co-ferments from Decideret and famously esoteric distillates from the mad scientists at Empirical spirits, both from Copenhagen, will be followed by the unique and delicious hybrid based wines from an organic Swedish winery Kullabergs and an award-winning Stevnskirsebær sour cherry wine from the storied Frederiksdal estate in southern Denmark,"* says Yulia Ezhikova, Head Sommelier at EMBLA.

## EMBLA SPRING DINNER MENU EXPERIENCE

Smoked eel, pickled herring "Gubbröra", eggs, dill, chives, caviar & crisp bread ( Supplementary \$850 )

--

Danish pancake "æbleskiver", apple wood smoked trout & borage

--

Cured yellow tail, spring radish, vendace roe from Kalix, rosenkvitten & lemon verbena

--

Roe deer tartare, ättika emulsion, semi dried carrots, deep fried lichens, browned butter & parsley

--

Sour milk bread "Rye, spelt, barley, oats" & homemade butter

--

Celeriac fondant, preserved truffles, smoked tea scented with pea soy & fermented onion bouillon

--

Skrei from Lofoten, baby leeks, razor clams, Sandefjord sauce & pike roe

or

"Lamm i dill", grilled milk-fed lamb saddle, sweetbreads, fossilised salsify, ash & dill sauce

--

Sea buckthorn sorbet, orange cake, meringue, preserved orange & tuile

Inspiration of "Fika" with complimentary coffee or tea

## SHORT EMBLA EXPERIENCE

\$1588

## FULL EMBLA EXPERIENCE

\$1788

## WINE PAIRING

\$1088 or \$1188

## NORDIC PAIRING

\$1288 or \$1488

# e m b l a

## **EMBLA X RESTAURANT ÄNG ON 21<sup>ST</sup>-22<sup>ND</sup> MARCH**

On Tuesday, 21<sup>st</sup> March and Wednesday 22<sup>nd</sup> March, Chef Jim Löfdahl will welcome Swedish guest chef Phillip Gemzell of One MICHELIN-starred and Michelin Green-star recipient, [Restaurant ÄNG](#) to the EMBLA to present a special collaborative Nordic experience. Located in an organic winery in Tvååker, Sweden, ÄNG is famous for its sustainability driven approach to fine dining and visionary cuisine that spotlights produce from nearby farms, forests, meadows and waters, earning the restaurant its first MICHELIN star and MICHELIN Green Star from 2021 until now.

Priced at **HK\$2,188 + 10% per guest**, the exclusive collaboration menu serving on 21<sup>st</sup> and 22<sup>nd</sup> March for dinner only will see Chefs Jim and Phillip working side by side, drawing on their shared cultural heritage and personal cooking philosophies, to create an unforgettable experience for guests in Hong Kong. Chef Phillip will be joined by his partner and ÄNG's General Manager, Catrine Johansson, who will further elevate the collaboration to feature the award-winning hospitality of ÄNG at EMBLA on both nights.

*"I have followed Jim's work for many years now and have always been impressed by the quality he and the team maintain. It feels great to visit Embla and introduce our restaurant ÄNG to the guests,"* says Chef Phillip Gemzell about his upcoming trip to Hong Kong.

### ***Introducing Restaurant ÄNG***

Restaurant ÄNG opened in 2019. We work mostly with what's right outside our door and refine it to its greatest potential. Many of the ingredients you will find in our dishes are freshly picked from nearby forests, beaches and fields every morning. The organic Scandinavian Ästad wines in our cellar are produced only 100 meters from the restaurant. The heart of ÄNG is in Halland. We have the freedom of exploring cultures and cooking techniques from around the world, but we won't leave home. This idea – or limitation – is what drives us to constantly discover new ways to create innovative culinary experiences for our guests, always on a sustainable foundation. Two years later, In 2021, the restaurant got its first Michelin star, as well as the green star for the restaurant's meticulous work with sustainability. In 2022, Executive Chef Filip Gemzell was awarded the Swedish Prize: Chef of the Year in Gastronomic Sustainability.

For reservations for lunch / dinner and for the upcoming special collaboration with Restaurant ÄNG on 21 / 22 March, [please visit SevenRooms HERE](#).

# embla



<<ENDS>>

## **About Embla**

Restaurant Embla founded by Chef Jim Löfdahl in 2022 is a contemporary Nordic fine dining restaurant located in Hong Kong. A new creative endeavour for Chef Jim Löfdahl who was Executive Chef at the successful restaurant Frantzén's Kitchen 2016 – 2021. It is a place for Jim to share his passion, heritage & connect with existing & new customers through his dishes.

The name Embla itself is derived from the story of the first man and women created in Norse mythology. Ask was the first man and Embla the first woman in Norse mythology. It was Odin, who together with his brothers, found two trunks of trees on the shore of the sea: an ash and an elm. Odin, gave them life to - the ash became the first man Ask and the elm became the first woman Embla. Then, his brother gave them intelligence and the ability to move, and the second brother gave them emotional life and the five senses. There's a deeper meaning of Embla as it's the name of Chef Jim's first-born daughter.

## **About Chef Jim Lofdahl**

Chef Jim is born and raised in Stockholm, Sweden. He started his journey at culinary school in 1999 before securing his first chef job the same year. Chef Jim gained experience at a number of kitchens all over Stockholm before meeting Chef Björn Frantzen in 2008. This encounter had a huge impact on him as a chef as Björn went on to become one of Jim's most significant mentors. Working as one of a handful of chefs at Frantzén/Lindeberg, Jim honored his skills within the fine dining realm and was rewarded when the restaurant earned its Michelin Stars, the first in 2009 and a second in 2010.

Having proven himself throughout this journey to success, Chef Jim was appointed as Head Chef of Frantzén/Lindeberg in 2011. In 2016, he took the restaurant on the road to do a three month pop up at the Palazzo Versace, Dubai. With a successful international reception achieved, it was decided to set up the first overseas restaurant for the Frantzen Group in Hong Kong, opening Frantzén's Kitchen in November 2016 with Jim at the helm. And now, he established his own restaurant Embla here in Hong Kong.

# e m b l a

**Reservations**

<https://www.sevenrooms.com/reservations/embla>

**Address**

11 Upper Station St, Sheung Wan

**Contact**

Tel: 2559 8508

Website: [www.embla-hk.com](http://www.embla-hk.com)

Instagram: @emblahk @jimlofdahl

**Opening Hours**

Monday to Saturday: 12:00pm – 3:00pm / 6:30pm – 00:00am

Closed on Sunday & Monday

**For Media Enquiries, please contact:**

*The Forks & Spoons*

Geoffrey Wu- [geoffrey@theforksandspoons.com](mailto:geoffrey@theforksandspoons.com)- 852-6333-5205

Steph Leung - [steph@theforksandspoons.com](mailto:steph@theforksandspoons.com)- 852-6338-1548