

Johannes Mauritzson

Gourmet
Experts

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COMPANY PROFILE

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Dear Friends,

I always thought of Gourmet as Jazz, a melodic interplay of natural flavors and aromas that somehow hit the right notes to create an entirely new and unforgettable food harmony. Gourmet is not random, it is not extreme, in fact, it is the absolute balance between nature and commerce, guided solely through the nuances of the land.

Coming from a long line of farmers, I was taught to respect the land and understand its processes. My first experience with nature came at an early age when I spent countless hours with my parents in Domsten Forest picking berries, fruits, and spices. These little food quests had me discover so many natural wonders that tasted better than any store-bought food I had ever had. Soon enough, this became my passion. I embarked on many journeys in search of the wonders that other countries, other lands secretly held. From the Middle East to the Americas and from Africa to Australia, I met with chefs, farmers, restaurant owners, and artisan producers, in pursuit of learning more about the roots of food and what real quality truly looks, smells, and tastes like. There is something spectacular being on a hilltop in Golan, conversing with a local farmer as you are having his homemade cherry tahini, or during harvest season in Malaga Spain where the entire family still gathers to handpick their olives. There is an incredible bond these people share with their products, and an undeniable connection their products share with the land.

When it came to the gourmet market, however, somehow most of that was lost. The packaging seemed to numb the quality, availability seemed to cancel out seasonality, commerce, somehow, overtook nature. This is how Gourmet Experts was born. As a gourmet house meant to shelter the best of the best, truly dedicated in locating the finest products, but also working closely with producers from all over the world to cultivate the commercial value of those products and get them in the hands of the consumers. Gourmet Experts is an ever-evolving discussion on gourmet food, on natural excellence and the marketability of that excellence. It is interested in raising the very low standards of high-quality gourmet food up to the level it should be, and refute the misconception that it's not financially feasible to push things further. It is this uncompromising quality Gourmet Experts represents, as we firmly believe that there is always a niche-market for the finest and there always will be. After all, if nature can still produce uncompromised quality, real gourmet must at the very least preserve it.

Sincerely,

A handwritten signature in black ink, appearing to read 'Johannes J.' with a long, sweeping horizontal line extending to the right.



COMPANY BIO

Founded by gourmet specialist Johannes Mauritzson, Gourmet Experts was officially launched in 2012 as a gourmet house truly dedicated to the finest products the world has to offer and the people who create them. Spending more than 3 years perfecting its selection process, the company devotes over 600 hours, annually, evaluating new products for its portfolio. Specializing in olive oil, balsamic and fruit vinegar, salt, spices, coffee, rice, and chocolate, Gourmet Experts currently represents some of the most exclusive brands in these categories for the Scandinavian market.

Focusing exclusively in the premium, ultra premium and elite premium segments, the company has managed to build an impressive clientele in the luxury gift market and is currently expanding its presence in the retail, restaurant, and hotel industry. All products carried by Gourmet Experts must adhere to strict standards and must somehow reflect natural excellence, originality, and vision.

With a very clear mission to raise the standards of the gourmet industry to reflect those produced by nature, and assist the people who create such products to penetrate the markets, Gourmet Experts strives to make a real and lasting impact on the gourmet industry.



OUR BRANDS

With a very strict selection process that requires multiple tastings and evaluation methods, only the most exclusive brands are represented by Gourmet Experts. We only carry products from brands that have clearly exhibited the vision, quality, track record, and natural excellence expected from authentic gourmet. With a very dynamic presence, and an even more impressive product portfolio each of the following brands we consider to be a staple and a unique voice in the gourmet sector.



GOURMET EXPERTS

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