
Love at First Bite: Finland Invites Singles to the World's Most Epic Dinner Date

The world's happiest country is inviting international singles on what may be the world's most unforgettable blind date: a journey to discover Finland's food culture, shared with local Finnish singles and fellow food lovers.

HELSINKI, FINLAND (October 20, 2026) – Finland, tucked at the edge of the map, is known as the happiest country on earth. It's the nature. It's the people. And it's the food – which has largely gone unknown to the rest of the world so far.

This winter, that changes. Finland is inviting the rest of the world in on its culinary secrets — and it's doing it the most Finnish way possible: over dinner, and maybe, over a lifetime.

In an unprecedented destination dining experience, Finland is inviting international singles to Have Some Finnish — quite literally. Guests will sit down to a candlelit tasting menu built from the country's most guarded culinary traditions, seated across from like-minded singles. One meal, two ways to fall for Finland: through the food, and through the people.

Anyone can apply at FinnishDinnerDate.com for the chance to be selected as one of 16 singles across two exclusive group dinner dates, taking place in Helsinki and in Tampere (Lakeland region) in February 2027.

A Chance to Fall in Love with Finland

The new, romantic twist to Finland's Official Tasting dinners comes inspired by Finland's recently viral "Sinkkukori" ("single basket") phenomenon: the pink grocery baskets that act as a playful way for local singles to signal they are open to meeting someone while grocery shopping.

"Finnish food is a direct expression of our famously happy way of life: a way of connecting to place, to season, and to the people around you," says Heli Jimenez, Senior Director, International Marketing at Business Finland. "Food

brings Finns together, and now we are inviting travelers to join us in a truly one-of-a-kind way.”

In early 2026, Finland created official tasting menus to define its national cuisine and invited travelers to its first Official Tasting trips. Yet these trips, which include an epic tasting dinner as the highlight of a four-day food trip, are about much more than what's on the plate. Each experience is designed as a multisensory journey through a specific region of Finland, bringing together food, stories, landscapes and local traditions.

Now, 16 lucky singles will be chosen to get cozy in the heart of Northern winter: traveling, tasting and dating their way through Helsinki and Tampere (a vibrant city in the heart of the Lakeland region). The Helsinki region's tasting menu is crafted by Chef Adele Kinnunen, Head Chef at Café Savoy and known for accomplishments spanning high-class kitchens to appearing on Finland's Masterchef Professionals. Lakeland's tasting menu is created by Chef Henry Tikkanen, the restaurateur of Gösta who has represented Finland at Bocuse d'Or and was chosen as the Finnish Chef of the Year in 2001.

Europe's Last Undiscovered Food Destination

While Italian, Chinese, and other Nordic cuisines have secured a place on the global culinary map, Finnish food remains one of Europe's most overlooked gastronomic treasures. For travelers seeking authentic food experiences and the next emerging culinary destination, Finland offers exactly that.

Finnish food is shaped by pristine nature and the changing seasons. Wild fish, game, berries, mushrooms and locally sourced ingredients form the basis of a seasonal culinary culture that values simplicity, purity and authenticity. Unlike many global food trends, Finnish cuisine remains deeply connected to the places and landscapes from which it comes.

“From sauna food traditions to foraging, Finnish cuisine tells a story that exists nowhere else. We want visitors to experience that story in full,” Jimenez says. “Coming to the world's happiest country, they may find love – with each other, with Finnish food or with their new favorite travel destination.”

The Finnish Dinner Date: Key Details

The 2027 Finnish Dinner Date experiences will take place between February 9 and 19, 2027.

One dinner event will be held in Helsinki and the other in Tampere. The winners' exact dinner destination is the first blind match of the trip: revealed upon confirmation of participation. The blind dinner date is organized as a relaxed group event, with all participants dining together and enjoying one of Finland's official tasting menus.

Applications close on Tuesday, November 10, 2026, at 11:59 AM Finnish time (EET, UTC+2)

8 participants selected per tasting

The selected participants are publicly announced on December 1 via Visit Finland's social media channels (Instagram and TikTok).

To apply, simply answer one question: What would you serve on a dinner date, and why?

Applying takes two steps:

Create a video in English sharing your answer. Post your video on Instagram, TikTok or Youtube, use #FinnishDinnerDate and tag us (@ourfinland on Instagram, @visitfinland.com on TikTok and @VisitFinland on Youtube).

Complete the application form at FinnishDinnerDate.com and add a link to your video post.

If you prefer not to post publicly, you can also upload your video to YouTube as Unlisted (only people with the link can view it) and include the link in your application form.

Applications close on Tuesday, November 10, 2026, at 11:59 AM Finnish time (EET, UTC+2).

ABOUT VISIT FINLAND

Visit Finland, a unit of Business Finland, is a national authority on tourism and an active force in promoting international travel to Finland. Its main goal is to develop Finland's international image as a destination. Visit Finland supports the travel industry through research and helps businesses and groups develop products and services for the international market. For more information, please visit www.visitfinland.com.

CONNECT WITH VISIT FINLAND

Contact Person: Sari Hey

Visit Finland

Email: sari.hey@businessfinland.fi

Facebook: www.facebook.com/visitfinland

Instagram: www.instagram.com/OurFinland

TikTok: www.tiktok.com/@visitfinland.com

Youtube: www.youtube.com/VisitFinland