Välkommen till

Affärer i Norge



NORSK-SVENSKA HANDELSKAMMAREN

Svinesundskommittén

grense•tjänsten NORGE-SVERIGE

SHARE

Interreg Sverige – Norge

Medfinansieras av EUROPEISKA UNIONEN

Strawberry



11. november 2026

Forretningskultur

Strawberry

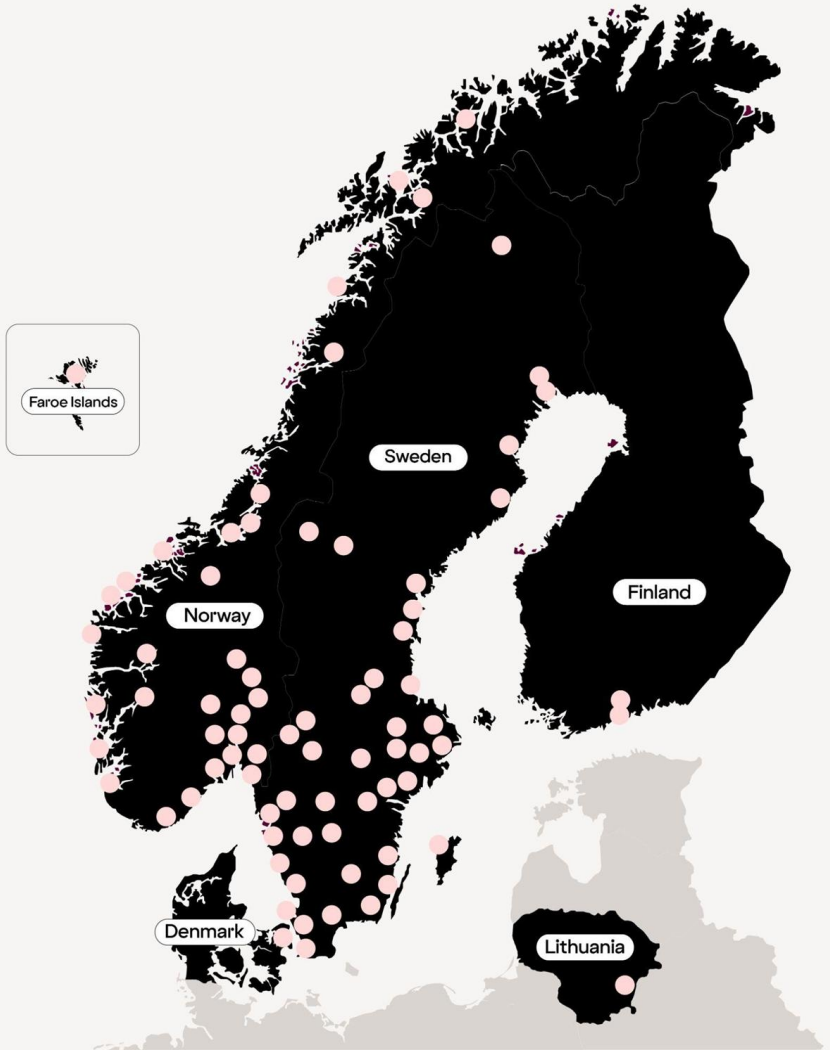


WHERE TO FIND US

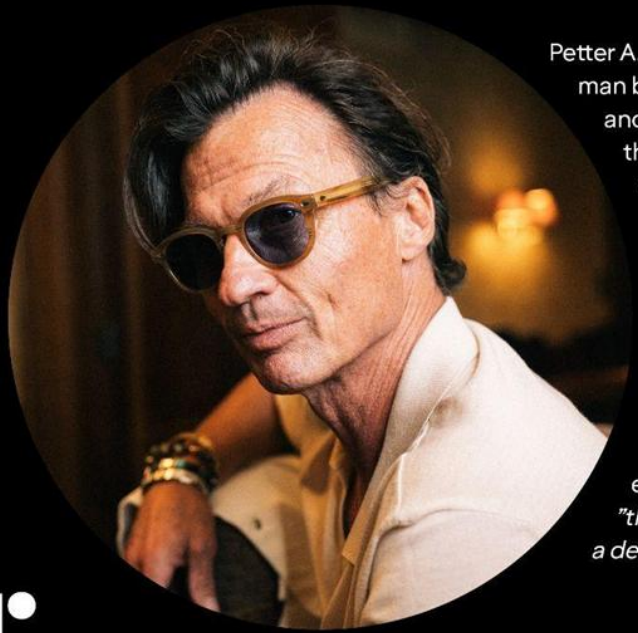
Over 250 hoteller på over 100 destinasjoner

Kollegaer, samarbeidspartnere, kunder, leverandører, utviklere etc etc

20 000 ansatte



Petter A. Stordalen



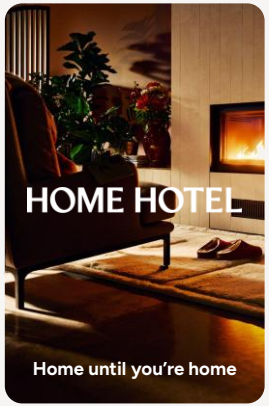
Petter A. Stordalen is the man behind Strawberry and the owner of one of the largest hospitality companies in the Nordics. Stordalen believes business and responsibility go hand in hand, and that the path to success lies in the model where people, planet and profit carry equal weight. Because *"there is no business on a dead planet".*

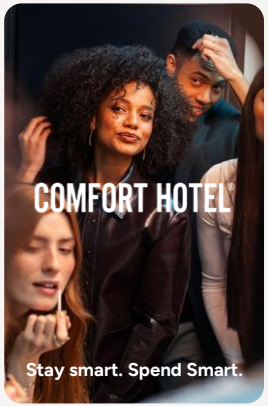
He is a self-made business-man who started out selling strawberries from his local farmer as a child. One particular moment from this period became defining for the company's future. Stordalen remembers complaining to his father that his strawberries were smaller and greener than the other vendors'. His father replied that, *"You have to sell the berries you have, because they are the only berries you can sell."* This lesson, known as the Strawberry Philosophy, became a metaphor for making the most of what you have, and is frequently used by the people in our company.

We're all Strawberry











CHAIN BRANDS



INDEPENDENT BRANDS

Visjoner & Verdier



GMT

FIKA

26. mai 2026

Forretningskultur

Strawberry

Visjoner & Verdier

Samarbetspartners

NORSK-SVENSKA HANDELSKAMMAREN

Svinesundskommittén

grense•tjänsten NORGE-SVERIGE

SHARE

Skatteverket

Norwegian Honorary Consulate General Gothenburg

EXPORTCENTER VÄST >>>>>

NORGES HUS

TULLFOKUS

lundi.as

företagarna

NORDIA SWEDEN • NORWAY • DENMARK • FINLAND • LAW

Strawberry

Interreg Sverige – Norge

Medfinansieras av EUROPEISKA UNIONEN

Exportcenter Väst är ett samarbete mellan:

almi

BUSINESS REGION GÖTEBORG

BUSINESS SWEDEN THE SWEDISH TRADE & INVEST COUNCIL

enterprise europe network

ekn

Industriell Dynamik

Region Halland

RI. SE

SEK

tillväxt verket

VÄSTRA GÖTALANDSREGIONEN

VÄSTSVENSKA HANDELSKAMMAREN