

They Uproot Uniform Food Systems with Nordic Pasta



Simone Schmid, Vibeke Specht behind the pasta studio at Astrid Noaks Atelier

Jazzed on Grains is reinventing pasta to mitigate monocultures.

“We create a range of single origin pasta from rare Danish heritage grains. It’s a way for us to diversify taste, increase the demand for crop diversity in Denmark, and show how much more fun and yummy things can get when we step out of standardized solutions”, says Simone Schmid, co-founder of Jazzed on Grains.

Jazzed on Grains started as an online magazine, investigating the true value of food and our perception thereof. The magazine is developing into a printed paper dubbed ‘The Grain Field Journal’, one of the company’s efforts to spark curiosity and create personal touch points—an antidote to the anonymity of the modern food system. The other is a pasta shop in Copenhagen.

“When we started the magazine, we learnt that farmers

would grow what the market demands. So we set out to increase the demand for a broader selection of heritage grain varieties”, says Vibeke Specht, co-founder of Jazzed on Grains. Simone adds how the choice fell on pasta because it is amongst the most commodified products:

“Pasta is mainly made from roller-milled, industrialized durum wheat, which has given us a standardized product. A starchy pasta product that is washed down in quality, price and taste, because it is built to last forever on our supermarket shelves.

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Simone and Vibeke have always been interested in positive corporate impact. What it is and how to genuinely pull it off. Hailing from the hospitality industry, Simone knew the food industry would be a good place to start. Vibeke, who is a trained journalist, had been itching to trace food back to its seeds.

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“Climate change, broken food systems, supply chain issues are concepts that have become buzzwords that are quite frankly paralyzing. We are interested in sober reporting, and in creating alternatives. Our small-scale production can be replicated anywhere, adapting to local ecosystems”, says Simone Schmid.

“Like a sourdough culture! It starts with the mother culture and can be passed along and adapted indefinitely”, adds Vibeke Specht.

To Jazzed on Grains, social and environmental profitability is just as important as financial profitability. 🌱

About Jazzed on Grains

Jazzed on Grains is a publishing company and a Nordic pasta shop, on Rådmandsgade 34, Nørrebro. Pasta is crafted daily from heritage grains, grown and milled by more-than-organic Danish famers. Fresh pasta is sold to go, or to stay in, served with toppings that complement the flavor of each grain. Both the journalism and the food production is investigative and exploartive in its nature, trying to get at the heart of what good food is and its monitary and culinary value.

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