



**AN IMMERSIVE EXPERIENCE  
WHICH BREAKS DOWN CULTURAL  
BARRIERS THROUGH FOOD**

The unique and interactive exhibition your  
visitors will never forget...



DISGUSTING  
FOOD MUSEUM

# Contents

- 1 DISGUSTING FOOD MUSEUM
- 2 HOW DOES DFM WORK?
- 4 WHAT WE OFFER
- 5 SPACE REQUIREMENTS
- 6 WHAT IS EXPECTED OF YOU?
- 8 CASE STUDY - CAP SCIENCES
- 9 INTERVIEW WITH RAPHAEL
- 10 WORLDWIDE PUBLICITY

# VIRTUALLY VISIT US

You might not have had the opportunity to visit and experience our exhibition in person. To bridge that gap, we've prepared the next best thing: a video that allows you to virtually immerse yourself in our museum.



# DISGUSTING FOOD MUSEUM

The flagship museum is located in Malmö, Sweden. To reach our goal of letting as many as possible experience the exhibit, we welcome local promoters to set up a temporary Disgusting Food Museum show.

As a visitor you get to experience food from different cultures first hand. You will be able to LOOK at the foods, SMELL some of them and even TASTE a selection at the tasting bar. The exhibition break down the constructed barriers between cultures by showing that we all have something that might be considered disgusting by others. The exhibit gently nudges visitors into thinking about their diet and protein intake, by presenting facts rather than forcing a view upon them. Both the exponata and the tasting bar includes insects, as one of the more promising protein sources of the future, are included in the delivered exhibition.

# HOW DOES DISGUSTING FOOD MUSEUM WORK?

The Disgusting Food Museum has two main parts: the exhibit and the tasting area. Both are needed for the optimal experience. The visitors start by going through the exhibit to learn about food from around the world and then get a chance to try a selection of the foods at the tasting bar. No staff interaction is normally needed during the exhibit visit. At the tasting bar 2-5 staff, depending on visitor intensity, are needed.

The minimum recommended venue size can host around 100 visitors at a time, with an average visit time of 1-1.5 hours. A 6-month exhibit can welcome up to 90 000 visitors (open 6 hours a day, 7 days a week). With an average ticket price of 15€ the potential turnover would then be around 1.3 million €.

LOOK



SMELL



TASTE



AND MAYBE...



# WHAT WE OFFER

- A modular exhibition
- All exhibit items
- Technical plans and documentation for the local exhibit productions
- Consultation during the whole exhibit period
- Training of your staff
- Print and video files
- All tasting bar samples (except some local dishes)
- Physical tickets/vomit bags
- Location scout and planning for the exhibit
- Setup of all exhibit items
- The founder attends the opening ceremony and press coverage

# SPACE REQUIREMENTS

Entrance. Cashier/ticket sales, introduction signs, coat hangers. Minimum size 25 square meters.

Exhibition. All exhibit items, with ample space for visitors. Minimum size 250 square meters. Recommended size 350-500 square meters.

Tasting\_bar. Bar counter, straight or L shaped. Combined counter length of 4-8 meters.

Storage. Contains extra food, cooking utensils, containers for exhibit items, etc. Can be omitted if the tasting bar is large enough and non-essential supplies are stored off-site. Minimum size 8 square meters.

The exhibit can be adapted to different size venues. For very large venues, exhibit displays can be extended and additional exhibit items could be added. Smaller venues might necessitate the removal of some exhibit items.

# WHAT IS EXPECTED OF YOU IF YOU WERE TO OPEN YOUR DFM?

- Finding a venue with all the requirements needed to run the exhibit (access to running water is needed)
- Recruit the team needed to run the show
- Visit and work in a current Disgusting Food Museum to understand the workflow
- Follow and maintain the brand guidelines according to agreed upon contract
- Provide local marketing and communication
- Operate the exhibition
- Supply some components locally:
  - Tables and display lights
  - Venue lighting
  - Entrance desk and POS system
  - Benches or tables as needed
  - Foliage of windows (if applicable)



# OUR TRACK RECORD

Throughout our 5+ years of exhibiting, we've hit the road numerous times. Here are two standout success stories:

Le Voyage à Nantes: Hosted 20,000 visitors over a 6-week period in 2019.

Cap Sciences Bordeaux: Welcomed 26,000 visitors during a 6-month exhibition (even amidst the height of the pandemic) hailed as a roaring success by Raphael, CEO, in 2021.

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I would recommend DFM to any organization who wants to propose an experience, an intercultural experience to the publics.



R A P H A E L D U P I N  
C E O A T C A P S C I E N C E S

# CURIOUS TO LEARN MORE?

Watch the full interview with Raphael to uncover more about our temporary exhibition with Cap Sciences.



# WORLDWIDE PUBLICITY

The Disgusting Food Museum has garnered extensive media attention worldwide, capturing the curiosity of both traditional and digital platforms.

By hosting our exhibition, you have the opportunity to generate substantial publicity and attract new visitors who are eager to embark on this daring and captivating adventure.

We're featured on:

The  
Economist

THE  
NEW YORKER

B B C

CNN

The  
New York  
Times

THE  
Sun

2020  
Travelers'  
Choice  
Tripadvisor

and many more...

[Click here to get the original articles](#)

# THE NEW YORKER

On Tripadvisor, the Disgusting Food Museum is ranked No. 1 on a list of ninety-four things to do in Malmö, the third-largest city in Sweden.

[Read full article](#)

# The Washington Post

Welcome to the world's first exhibition devoted to foods that some would call revolting. The museum's name and its contents are pretty controversial — one culture's disgusting is another culture's delicacy.

[Read full article](#)

# The Economist

It is a hands-on, tongues-out experience. At the Museum of Disgusting Food in Malmö, in Sweden, all the world's great cuisines are represented. Each exhibit is considered a delicacy somewhere, but strikes many unaccustomed palates as revolting.

[Read full article](#)



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