

BLOSSA 2024

A MYSTERIOUS WHISKY JOURNEY

WITH A SMOKY FLAVOR AND NOTES OF SEAWEED



After a journey across this year's destination, Scotland, Blossa 24 is filled with smoke and Scottish mystique. Here, two traditions of craftsmanship and drinking culture meet when Blossa's classic glögg spices are mixed with genuine Scottish whisky and a salty hint of sea and ocean.

According to tradition, Blossa has chosen a new place in the world to find inspiration for the annual limited edition glögg. This year Blossa travels to Scotland and inhales its dramatic nature, towering mountains, low plains, and bottomless lakes. Along the journey, we make a stop at Loch Ness, where the sea creature Nessie hides in the depths, before reaching our final destination, Edinburgh. Scotland's capital is like straight out of a fairy tale filled with mystique, history, and a beverage tradition that dates back as far as our Nordic glögg.

Blossa 24 is a white starkvinsglögg and the classic spice blend is begilded with smoky, Scottish whisky and rounded off with the algae dulse, which adds both saltiness and umami. The taste of whisky enhances the character in the glögg's original sweetness, and the smokiness is a particularly good match with the clove. The seaweed flavor from the algae is a nod to the legend of the sea creature hiding in the tangled depths of Loch Ness, and the algae dulse is found along Scotland's beautiful coast. The magical atmosphere of the Scottish Highlands is also illustrated on the design of this year's bottle.

– Just as our Nordic tradition of glögg, whisky is an important part of Scotland's history and cultural heritage. This year's glögg is therefore a tribute to the craftsmanship. When we experimented with the flavors-

it turned out that the whisky was not just an exciting element, but it also harmonized excellently with the spices in the glögg, says Åsa Orsvärn, Chief Blender of Blossa.

The alcohol free glögg makes a comeback

After last year's debut, this year's annual Blossa will also be available as an alcohol-free version in Sweden. In Blossa 24 Alkoholfri, the glögg spices have macerated in whisky for taste and then the wine has been dealcoholized – everything to keep as much flavor and character as possible and secure an ABV of 0.5%.

How to serve Blossa 24 according to Blossa's Chief Blender

– It is best served the way you serve your whisky – in a low whisky glass at room temperature or with a large ice cube. As for snacks, I suggest something salty rather than sweet, like nuts, says Åsa Orsvärn.

Blossa 24 is a starkvinsglögg with a 15% ABV and Blossa 24 alkoholfri a glögg with 0.5% ABV, both available in a 750 ml glass bottle.

Since 2003, Blossa has launched a new flavor for each winter season. Every year, the bottle has also been given a new unique design, which has made every annual variant a sought-after collector's item. Until 2010, Blossa took inspiration from the Nordic winter and Christmas for the annual glögg, but since 2011 they have gone out in the world to seek inspiration. Blossa's classic glögg spices have since been mixed with new and exciting flavors from all corners of the world.

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