

BLOSSA 22 TRAVELS TO NEW ORLEANS

A MELTING POT OF FLAVORS



This year Blossa has gone to New Orleans and inspires of the streets where the jazz music vibrates and the influences flows. The glögg of 2022 is a homage to the city's exciting melting pot of flavors, especially around the area French Quarter and the iconic cocktail Hurricane. Blossa 22 blends rum, passion fruit, lime, strawberries, blueberries and chili with classic glögg spices and the result is a taste experience rich in nuances.

According to tradition, Blossa has chosen a new place in the world to find inspiration for the annual limited edition glögg. This year's destination New Orleans is not only known as the birthplace of jazz but also for its pulse and rich food culture, with dishes from the spicy creole and cajun cuisine. In the lively French Quarter district, you will find Pat O'Brien's bar, where the cocktail Hurricane was invented in the 1940s. At that time, the supply of spirits was limited and it was necessary to come up with a drink that could be made from the less popular, local rum. The cocktail became a bestseller in the city and still is today. In addition to rum, it contains lime and fassionola, which is a type of red syrup made from various fruits, berries and sugar.

- In New Orleans there is an interesting mix of influences that we brought together in Blossa 22. Hurricane is the main inspiration, therefore we have flavored the glögg with rum, lime and also made our own version of fassionola, with passion fruits, strawberries and blueberries. Inspired by the food culture, we have also added an own made extracts of chili and a distillate of smoked red bell pepper. It comes in great harmony with the classic glögg spices, where several of them often are found in the food served in New Orleans, says Åsa Orsvärn, Chief Blender for Blossa.

The bottle's loud design is inspired by jazz's spontaneous craftsmanship, which is both refined and full of surprises. The deep red bottle color alludes to the subtle smokiness that is found both in the taste of Blossa 22 and in the streets of French Quarter. In the design you will find many details that flirt with New Orleans,

such as the colors purple and gold which are the official ones for the city's big carnival Mardi Gras. On the side of the bottle there are also piano keys, which allows you to "play the piano" when you serve the glögg.

Serving tips for Blossa 22 from Chief Blender Åsa:

- Serve Blossa 22 as the drink Hurricane - refreshingly cold in a larger glass with a lot of ice, decorated with a strawberry or slice of orange.
- Blossa 22 is also suitable to heat, preferably then served in a larger cup topped with raisins.
- Make a tasty dessert with Blossa 22! Marinate raisins by leaving them in a bowl with Blossa 22 overnight. Then mix the raisins with vanilla ice cream when serving top with chopped almonds.

Blossa 22 New Orleans is a starkvinsglögg and has an alcohol content of 15%.

About Blossa annual collection:

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. All glögg from Blossa is based on the same basic recipe, with a uniquely developed spice mixture that is stored for months before each Christmas season and on wines from carefully selected European vineyards. 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. In recent years they have visited destinations like India, Morocco, Spain and Hawaii, among others.