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-- FOR IMMEDIATE RELEASE --

**Christmas Spice and Everything Nice!  
Discover Your New Holiday Favorite with the  
Museum and *Glögg* Tour at ASHM  
Thursday, December 27 3-5pm**



**Philadelphia, PA-** Every Swede knows that one of the best parts about the holiday season is *glögg*. New this year, ASHM is combining the warm atmosphere of the Museum with the warm glow that comes from drinking this special spiced mulled wine. On December 27th from 3-5pm ASHM invites you to join us for a guided tour and *glögg* tasting. Staff will provide special insight into some of their favorite collections and following the tour attendees can join a light reception and sample a very special *glögg* provided by our program sponsor Sjoebloom Winery.

As noted on their website, Mikael Sjoebloom is the *Glögg Master*, as well as winemaker at Sjoebloom Winery. He and his Swedish team have over 80 years of experience making *glögg*, and are behind many successful name-recognized brands in Sweden. He emphasizes that "To make good quality *glögg*, it is imperative to start with a good quality wine. My *glögg* is made with a 2016 vintage wine. Only a handful of other wine makers also create *glögg*, and unfortunately, understanding the importance of the base wine is often lost in translation when adding spices to it." Mikael prefers to work with natural flavors. A full-flavored wine to bring forward the fruit, and organic ingredients to create the characteristic *glögg* flavor are carefully blended, thereby eliminating the need for too much extra sugar.

If you would like to attend this special event, please register in advance by buying tickets through the Museum's website, [americanswedish.org/events](http://americanswedish.org/events). Tickets are \$10 for members and \$20 for non-members (must be 21 or older to sample *glögg*). If you would like to learn more about Sjoebloom Winery or purchase *glögg* in advance for you own holiday party, be sure to join Mikael's *Glögg Club* [www.gloggclub.com](http://www.gloggclub.com)

The American Swedish Historical Museum is located in FDR Park at 1900 Pattison Avenue in South Philadelphia, five blocks west of the Sports Complex. The Museum is easily accessible from Route 95 or 76 and has free parking. For those taking public transportation, the Broad Street subway NRG/Pattison Ave stop, or SEPTA's Route 17 bus is within walking distance of the Museum.

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