



Contact:
Caroline Rossy
Communications and Operations Manager
Tel: 215-389-1776, Fax: 215-389-7701
Email: crossy@americanswedish.org

-- FOR IMMEDIATE RELEASE --

**Get a Taste of the Old and the New
New Nordic Cuisine Opening Reception
And the Annual Pea Soup & Punsch Supper
Saturday, January 25th, 2020 at 6pm
The American Swedish Historical Museum**

ASHM's upcoming exhibition, *New Nordic Cuisine*, is the defining exhibition on one of the most important cultural phenomena to come out of the Nordic countries in recent decades. *New Nordic Cuisine*, focuses on a world-acclaimed, value-driven food system popularized over the past 15 years. This exhibition will explore food innovations in the Nordic region that have captured the attention of world-famous chefs and home cooks alike over the past 15 years since the movement began.



There actually isn't all that much that is "new" about New Nordic cuisine—in fact, we might say that New Nordic is Old Nordic. The movement focuses on applying tried techniques (drying, smoking, pickling, and curing) to local, traditional ingredients such as reindeer and moss, seafood and farm fare, berries and root vegetables. The 2004 *Nordic Food Manifesto* articulated a set of values for approaching food through the lenses of local production, seasonality, ethical production, and innovation. The manifesto and reactions to it have sparked a robust dialog about food culture, both in the Nordic countries and around the world. By examining Nordic food trends in a fun, interactive format, this exhibition introduces visitors to contemporary Nordic food and its driving values today.

We are opening *New Nordic Cuisine* in tandem with an old tradition, our annual winter **Pea Soup and Punsch Supper** on Saturday, January 25th. Warm up on a chilly winter's night with a bowl of Swedish yellow pea soup and a cup of *punsch* combined with the modernity of new Swedish *tilltugg och efterrätt* or hors d'oeuvres and dessert, after a gallery talk by Curator Tova Brandt of the Museum of Danish America, which developed the exhibit. Tickets are \$25 for members, \$30 for non-members.

For more information, or for specific event information, visit americanswedish.org, email info@americanswedish.org or call (215) 389-1776. 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.

*This exhibition was organized by the **Museum of Danish America**, Elk Horn, Iowa. It is supported at ASHM by grants from the Swedish Council of America, SWEA New Jersey, and SWEA Philadelphia with additional support from the ASHM Auxiliary, Barbro Osher Pro Suecia Foundation, George C. and Esther Ann McFarland Foundation, Midsommarklubben, and an anonymous foundation. Additional support provided by the Philadelphia Cultural Fund and from the Pennsylvania Historical and Museum Commission, a state agency funded by the Commonwealth of Pennsylvania.*

###