

AMERICAN SWEDISH HISTORICAL MUSEUM

Contact: Caroline Rossy
Public Relations Coordinator
Tel: 215-389-1776, Fax: 215-389-7701
Email: crossy@americanswedish.org



-- FOR IMMEDIATE RELEASE --

**The quickest way to the heart of a culture is through the stomach!
Discover the delectable tastes and traditions of Swedish cuisine as
The American Swedish Historical Museum presents our newest exhibit
Go Swedish! Smörgåsbord and Beyond
Exhibit Opening June 6th, 2010 4-6pm**

We all know that South Philadelphia is a haven for lovers of Italian food and the local staple, hoagies and cheese steaks. But if you venture into FDR Park, you will experience a lesser known, but no less delicious, national cuisine: the food of Sweden. From a diverse array of fish dishes to the sweet delights paired with Swedish coffee, visitors will uncover the history and cultural meaning behind the preparation and consumption of Swedish foods.

The American Swedish Historical Museum has created an exhibition that uses the museum's collection to explore Swedish food traditions and the dynamic role of food in Sweden and Swedish-American culture. Visitors will discover which foods are characteristic of different regions in Sweden, and learn how Swedish cuisine has changed over time because of trade and modernization. Visitors will also see traditional uses of essential ingredients such as fish and game, breads and baked goods, milk and cheese, and coffee and desserts. Popularized Swedish meals such as the smörgåsbord—and that other famous mainstay, the Swedish meatball—reveal the important role food plays in cultural identity, holiday traditions, and social relationships. **The exhibit will be on view from June 6th, 2010 through January 30, 2011.**

The exhibition will open on Sweden's National Day, June 6, 2010. We will celebrate the day with a smörgåsbord courtesy of IKEA South Philadelphia that is sure to delight the palate of any foodie. There are a lot of choices out there; make the decision to *Go Swedish!* And join us in a celebration of food and culture. **RSVP by May 28th, 2010. For information contact the Museum at 215-389-1776, email info@americanswedish.org or visit www.americanswedish.org**

This exhibition is made possible by grants from SWEA New Jersey, SWEA Philadelphia, SWEA Washington DC, and the Swedish Council of America. Additional support comes from Aquavit New York, the Barbro Osher Pro Suecia Foundation, IKEA South Philadelphia, the Pennsylvania Historical and Museum Commission, Philadelphia Cultural Fund, and an anonymous foundation.

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 or SEPTA's Route 17 bus route is within walking distance of the Museum.

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