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– FOR IMMEDIATE RELEASE –

**Discover New Sweet Treats at ASHM!**  
***The Sweetest Side of Life: Swedish Candy & Confections***  
**On View Now until September 15, 2024**



**Philadelphia, PA-** Satisfy your sweet tooth as *The Sweetest Side of Life: Swedish Candy & Confections* pop-up exhibition opens at the American Swedish Historical Museum! Learn about Swedish Candy from Marabou chocolate, to salty licorice, to the famous Swedish Fish, and view a variety of vintage candy tins, wrappers, and advertisements to see how these candies have changed over the years.

Though candy is a major part of Swedish culture, it is more than just a sugary indulgence. It reflects the nation's emphasis on togetherness, balance, and the celebration of life's little pleasures.

After visiting the exhibition, stop by the ASHM Shop to take home your own selection of Swedish Candy!

The exhibition features the collection of Tyler Graybeal, owner of Sweetish – Swedish Candy and Goods in Lancaster, PA. Tyler is an avid collector of vintage Swedish Candy tins, wrappers, bottles, postcards, and advertisements.

*The Sweetest Side of Life: Swedish Candy & Confections* will be on view at ASHM through September 22, 2024. Admission is included with ASHM general tickets. ASHM is open Tuesday through Friday 10:00 am – 4:00 pm and weekends 12:00 - 4:00 pm.

Images:



Candy tin made for Källers Prima Carameller (premium caramels) by the O. Källers caramel factory in Bollnäs, Sweden. Collection of Tyler Graybeal.



Advertising image for Läkerol bröst-tabletter (chest tablets). Collection of Tyler Graybeal.



An early example of a Marabou candy storage tin with fanciful urns, peacocks, and the colors of the Swedish flag. Collection of Tyler Graybeal.

## About ASHM:

Visit the American Swedish Historical Museum to learn the forgotten history of Swedes in Philadelphia. Built in 1926 during the Sesquicentennial, the Museum has a unique interior divided into a dozen galleries designed to highlight Scandinavian influences in America. The galleries explore a range of topics including the New Sweden Colony, women's history, scientific innovations, and Swedish craft arts. ASHM hosts a variety of programs from Swedish holiday celebrations to history lectures to family programs.

The mission of the ASHM is to welcome all people to explore cultural identity through the story of Scandinavians. The Museum offers a vibrant community dedicated to preserving and interpreting culture through celebrations and exhibitions, while providing opportunities to learn, experience, and grow. No matter your age or interests, ASHM has something for you! Visit our website [www.americanswedish.org](http://www.americanswedish.org) to learn more.

The American Swedish Historical Museum is located in scenic FDR Park at 1900 Pattison Avenue in South Philadelphia near the Sports Complex. Plenty of free parking is available. For those taking public transportation, the Broad Street Subway's NRG/Pattison Avenue stop is within walking distance or SEPTA's Route 17 (to Pattison) can bring you right to the Museum.