



KARDUS

2011 Carnival Blend



KARDUS 2011

Kardus is a snus for those who like the finer things in life. It is not logical. It is not defensible. But it has quality, inspiration, joy and passion in every detail.

This year, the tobacco comes from Rio Grande do Sul, in southern Brazil. A state where mountains and snow meet sea and heat. Here, people know how to enjoy life.

Carnival is a colourful symbol of this – of joy and passion – and provides the name for this year's Kardus.

The tobacco is flavoured with cachaça, a local speciality made from freshly squeezed sugar cane juice. When it's not flavouring Kardus, it's bringing something special to the caipirinha, the national cocktail of Brazil.

We at Swedish Match wish you much enjoyment from this year's Kardus.

THE TOBACCO

When the European colonists came to Brazil, tobacco was already there. The Indians had brought it with them from the mountains of Central America. The colonists soon began growing tobacco – first for themselves, then for export to Europe, where smoking had become popular in distinguished circles. In 1917, the Brazilian Tobacco Corporation opened in Santa Cruz do Sul, Brazil's southernmost state. The tobacco for this year's Kardus was cultivated in these fertile lands.

This is an organically grown, air-cured tobacco, which we have flavoured with a fruity cachaça, Brazil's national spirit. The aroma is a complex blend of freshly ground coffee and subtle nuttiness, lightened by a sweetness reminiscent of figs. The taste is an interplay between spicy oak tones, and herbs and grass (newly mown hay).





Peter.M. Wilson/Corbis/Scanpix

CARNIVAL

Scholars are in dispute about the origins of carnival. Some assert that the name comes from *carne levare* (to remove meat), signifying the beginning of Lent. Others say it comes from *Carrus Navalis* (ship cart, or naval car), denoting the start of the sailing season. We don't know which is correct, but let's agree that people throughout the ages have looked for a good excuse to throw a party.

In Brazil, they excel at this. The Rio carnival, with its 2 million revellers, is the world's biggest party. Its most famous sight is the long procession of samba schools parading through the city, winding up at the giant Sambadrome. However, we suggest you check out a block party (bloco), and get down and dance on the streets. *Carne vale* can also mean leaving one's tired body behind to fully indulge in the party. Life is meant to be enjoyed.







CACHAÇA

Holy water, Tiger breath and White coffee. There are over 700 synonyms for Brazil's national spirit, cachaça. A beloved child always has many names. But many were coined during the 1700s, when the drink was prohibited by the Portuguese government because it competed with their grappa. Using nicknames allowed the locals to order and serve the drink without getting into trouble.

This year's Kardus is flavoured with Sagatiba Velha, an award-winning cachaça made from pure, freshly squeezed sugar cane juice, giving it a clear sugar cane flavour with a rich aroma. This distinguishes cachaça from rum made from molasses. When the juice has fermented, it is distilled in copper pot stills and stored in oak barrels, where it develops its golden colour. The flavour has a subtle nutty character with a degree of sweetness, evoking velvety caramel.



CAIPIRINHA

Caipirinha translates as something like “the little hillbilly”. This hillbilly is Brazil’s national cocktail, and has conquered the entire world in recent years.

The spirit should be cachaça, and according to an old Brazilian saying, “The worse the cachaça, the better the caipirinha.” So save the more exclusive, matured variety for the cognac glass. The quantities of spirit and sugar are your choice, but Brazilians prefer it sweet. And strong.

Slice a whole lime into centimetre-sized pieces.

Place in a chilled whisky glass and top with sugar, around 1-2 tablespoons.

Muddle until the sugar dissolves in the juice.

Top with crushed ice and cachaça.

THE TASTE OF PERFECTION

To manufacture the world's best snus is to seek perfection in every element, from plant to packaging. More basic snus is usually ground. Normally, the entire leaf is used – stem and all. Kardus is “all-lamina”. This means only the leaf blade is used. Furthermore, the tobacco is cut, giving a surface that conveys nuances and details of flavour that ground snus can never achieve.

We add only salt and this year, cachaça. After this, the tobacco is allowed to sweat. The sweating pasteurises the snus and makes it slightly milder and tastier. The portions are hand packed with a little pressure: not too hard, not too soft. Kardus is then stored and transported in an unbroken cold chain until you have it in your hand to enjoy, alone or with good friends.



Previous vintages of Kardus Superior Blend:

2005: Vietnam, Hungary and Spain

2006: South Africa and Argentina

2007: Argentina, India and Hungary

**2008: Indian sun cured, Hungarian air cured,
flavoured with Highland single malt whisky**

**2009: Argentina and Guatemala, flavoured with
23-year-old Zacapa rum**

2010: Javanese sun cured, flavoured with Batavia Arrak

2011: Brazilian, organically grown, flavoured with cachaça

