



KARJUS



KARDUS SUPERIOR BLEND 2009.

Every year since 2005, we have created a very exclusive snus for the true aficionado. And now, we proudly present the 2009 Kardus Superior Blend. As in previous years, we have searched the world for a tobacco that will satisfy even the most discriminating connoisseur. Tobacco is a complex raw material. Its flavours depend not only on the soil and the climate in the region in which it grows. The way it is handled, cured and stored after harvesting are also critical in creating the flavour of the end product. The parallels with viticulture are clear: a winemaker will select a combination of different grapes to create complex and harmonious taste experiences, and similarly, our snus-makers bring out the flavour nuances of different types of tobacco by carefully blending selected tobaccos with diverse characteristics.

The 2009 Kardus Superior Blend contains both Argentinean and Guatemalan tobacco. The Argentinean tobacco comes from the province of Salta at the foot of the Andes. This region produces an aromatic and highly flavourful tobacco, cultivated on light clay soils and then sun-cured. Our visit in February 2009 revealed a tobacco that we recognised as very special indeed. The full-bodied aroma of the Salta tobacco can be described as sweet, fruity, spicy and yeasty, with notes of tea. This is a complex and highly nuanced tobacco.

A few months earlier, in the autumn of 2008, we had visited Guatemala, or more specifically, the Nueva Concepcion and La Maquina districts. This district in the southwestern part of Guatemala grows a special tobacco that is air-cured in barns built from cultivated eucalyptus trees. We realised that this Guatemalan tobacco, with its chocolate, nut and fruity notes that create an exciting, not to say tropical flavour, would be a perfect complement for the Salta tobacco.







The techniques used to produce Kardus Superior Blend differ from those used in ordinary snus manufacturing. An everyday snus is ground and the tobacco is crushed, and - for most snus products - the entire leaf, stalk and all, is used. Kardus Superior Blend, by contrast, is "all lamina", which means that only the actual tobacco leaf is used. The stalk content of Kardus Superior Blend is between 0.2 and 0.5% - far less than the amount permitted by the majority of cigar makers.

The tobacco leaves that go to make up Kardus Superior Blend are cut, rather than ground, which is also hugely important in terms of its taste. A chef knows that the taste of garlic will differ, depending on whether it is sliced or crushed, and, in the same way, our snus makers know that cutting the tobacco produces milder, more complex, and more highly developed aromas than grinding it. Kardus Superior Blend is cut using the long cut method, which produces a structure similar to some pipe tobaccos. This structure obviously is different from that of ordinary snus and requires a little extra care when shaping a pinch, but the results speak for themselves. Once cut, the tobacco is then sweated and salt is added, after which it is ready for storage. But first...

...we flavour the 2009 Kardus Superior Blend with rum. We have chosen a Guatemalan dark rum that is stored for 23 years in American oak barrels; a rum regarded by many as the finest in the world. Guatemalan rum is distinguished by its very deep, sophisticated flavour. Some compare it to a fine Cognac, but the true aficionado can detect a darker, slightly caramelised nuance, with hints of hazelnut and nutmeg.

During storage, the aromas of the rum marry with those of the tobacco to produce the snus you now hold in your hand – a snus that will carry your palate away to a place of tropical, Caribbean aromas, a place that is home to the 2009 Kardus Superior Blend – the snus for connoisseurs.



Previous Kardus Superior Blends:

2005: Vietnam, Hungary and Spain.

2006: South Africa and Argentina.

2007: Argentina, India and Hungary.

2008: Indian sun-cured and Hungarian air-cured tobacco, flavoured with Highland Single Malt Whisky.

2009: Salta from Argentina and Nueva Concepcion and La Maquina from Guatemala, flavoured with 23-year old Guatemalan rum.

