

KARDUS

2010 OSTINDIEFARAREN





Every year since 2005 we have produced a highly exclusive snus for the true connoisseur. We now proudly present **Kardus Superior Blend** Vintage 2010: a limited edition of 500 boxes which is a historical document as well as the world's finest snus. Javanese tobacco is hand-processed with the greatest care and flavoured with the legendary distillate, arrack. The porcelain in the box comes from the exclusive cargo of the original East Indiaman Götheborg's last voyage 1745 and was salvaged from the wreck in 1905. We followed the East India Company's trail eastward in search of the flavours and aromas that will take you and your friends on a historic journey. We at Swedish Match hope you enjoy your experience.



Photo: Oscar Siagian

Tobacco has been grown in Java since the early 17th century. It was an important trading commodity for the East India companies. The Dutch East India Company, for example, was based in Batavia (Jakarta) in Java.

Ranjangan Pakpie Karang Jati is the tobacco we have used in the 2010 Kardus. It is grown on the east side of the island. The plant is harvested leaf by leaf while it grows. The middle leaves are then taken and cut into long, fine strands, the Ranjangan way, and left to cure on bamboo mats in the hot sun.

Its flavour is exotic fruit and spices with a refreshing sweet and sour nuance. A complex tobacco with balanced bitter and salt that recalls ripe tamarind, with distinct Unami notes and elements of dark chocolate. The arrack accentuates the rich, sweet aroma for a more rounded flavour. The special curing process gives the tobacco fibres a supple, fine consistency and makes each pouch very easy to shape.



On 28 August 1743 the **East Indiaman Götheborg** reaches Java in Indonesia on one last quick bunkering stop en route to China. But strong monsoon winds delay the ship's departure until the spring of 1744. In Canton, silver coins are traded for silk, spices, tea and porcelain, while the crew rests. On 10 January 1745 the ship leaves the safety of port on its 8-month return voyage. It will be its last.

Life onboard is hard and monotonous. Storms and calm hamper progress; the food is poor, fresh water in short supply and the wooden barrels filled with maggots. The sailors are weakened by malnutrition and many die of scarlet fever, scurvy or from hunger, thirst or drowning. 2,000 sailors lost their lives on the East India Company's 132 expeditions, while the survivors came home rich men, particularly the commanders and directors which included well-known donators such as William Chalmers and Nicolaus Sahlgren.



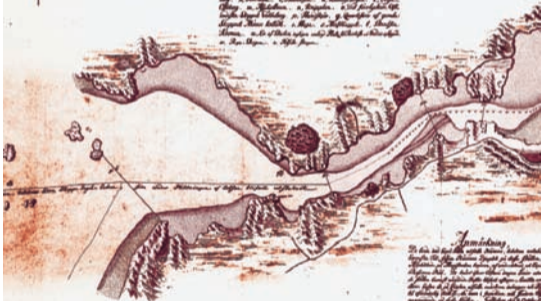
On 12 September 1745 the Götheborg nears Gothenburg's harbour entrance in full sail. A crowd of expectant people are assembled to greet the returning ship. But something goes terribly wrong. With pilot onboard the ship inexplicably hits an underwater rock (Hunnebådan). Its keel is ruptured, water rushes in and the vessel goes down. The crew and a third of the cargo is saved, which is enough to return a 14% profit. Clogged by seaweed, sand and wood splinters, the wreck with its cargo of spices and tea was forgotten for more than 100 years.

*Situations Charta seu situs Orbis Officinis Regiae seu Sanctae Catharinae ad Siciliam
 fidelis Regiae Officium, cuius in hoc Sedi finium, habens Habitaculum. Et finium Charta in eisdem
 Sedi in de fidei abstrahit hancq[ue] Regiae Officium, in Wundelshausen die 1771.*



Explication

Ad a. Sanctae Catharinae, b. Sanctae Catharinae, c. Sanctae Catharinae, d. Sanctae Catharinae, e. Sanctae Catharinae, f. Sanctae Catharinae, g. Sanctae Catharinae, h. Sanctae Catharinae, i. Sanctae Catharinae, k. Sanctae Catharinae, l. Sanctae Catharinae, m. Sanctae Catharinae, n. Sanctae Catharinae, o. Sanctae Catharinae, p. Sanctae Catharinae, q. Sanctae Catharinae, r. Sanctae Catharinae, s. Sanctae Catharinae, t. Sanctae Catharinae, u. Sanctae Catharinae, v. Sanctae Catharinae, w. Sanctae Catharinae, x. Sanctae Catharinae, y. Sanctae Catharinae, z. Sanctae Catharinae.



Anmerkungen

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In 1905 entrepreneur James Keiller led a diving expedition to the wreck. Modern diving equipment allowed the team to recover a good portion of the cargo including the shard of **Qing Dynasty porcelain** you will find in the lid of your Kardus box.

In Europe, tea and coffee-drinking had caught on in a big way, which explains why the cargo was largely made up of tea sets beautifully decorated with rivers, weeping willows and birds. There were also punchbowls bearing the portrait of King Charles XII.

The wreck is still on the bottom of the sea but now the East Indiaman is sailing again. The Götheborg III was launched on 6 June 2003 in the presence of her chief patron Carl XVI Gustaf. Today she follows the same route as her predecessor.

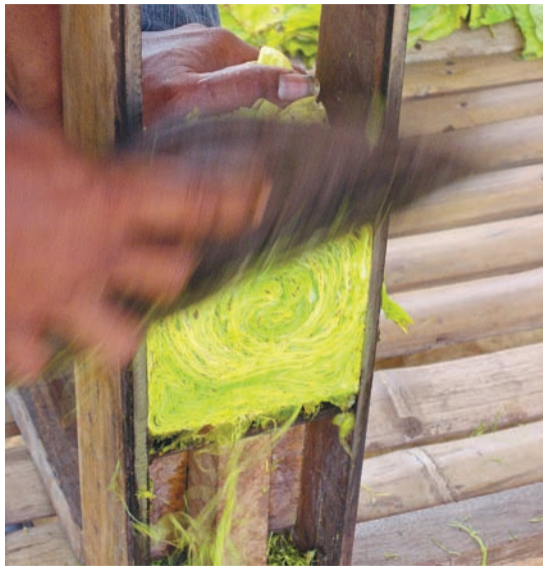


*Roslags
Fiskeröl*

Ättorps Skerfva och
Rindögglösa Skerfva i
Roslagens län. Detta
fiskeröl är av
högt kvalitet och
har ett högt
innehåll av
Omega-3-fettsyror.

In addition to tobacco, the mountains of Java are home to East Indian **arrack** which is made from sugar cane and rice. This amber distillate was a regular item of cargo on the ships of the East India Companies. The English mixed arrack with lemon juice, water, sugar and spices to make 'punch', which is Hindi for 'five', the number of ingredients in punch. In Sweden, punch was first tasted at the home of East India Company director Nicolaus Sahlgren in 1733. It was served hot in a large bowl.

The finest arrack is the Batavia Arrack. It is the same arrack that is used in Roslagspunsch from Norrtelje Brenneri. A dry, elegant punch made citrus fruit, sugared tea, Roslagssnaps Plommon and Batavia Arrack according to an old traditional recipe. The distillery is run by the Anerfält-Jansson family in Söderby in Roslagen, Sweden.



Manufacturing the world's finest snus is a quest for **perfection at every stage**, from planting to the packaging. Simpler snus is usually crushed and in most cases, includes the whole plant, stem and all. Kardus is all-lamina, which means only the leaf is used. The tobacco is cut in a way which results in nuances of flavour that you can never get with crushed snus. We add only salt and, this year, arrack. The tobacco is then "sweated", a process which pasteurises the snus and adds mildness and flavour. The boxes are hand-packed, not too tightly and not too loosely. Kardus is stored and transported in an unbroken cold chain until it reaches your hand, ready to enjoy or share with good friends.

Like the Götheborg, the box is made of oak. The porcelain shard in the lid of the box was salvaged from the wreck in 1905 after 160 years at the bottom of the sea.

Previous Kardus Superior Blend vintages:

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 Arrack

