



Dufvenkrooks

THE HISTORY OF DUFVENKROOKS

The history of Dufvenkrooks started in 1997. Three partners with long experience from the wine and spirit industry were wondering why one of our finest Swedish traditions – drinking mulled wine – had to be so, well, traditional? Always spiced with Christmas spices, always drunk warm and always at Christmas? Surely, there must be room for another type of mulled wine, using tradition as the starting point, but focusing on flavour, innovation and quality. Mulled wine based on fine wines, laced with fresh and natural essences. Mulled wine that actually tastes different from ordinary mulled wine. And which is presented in a slightly more exclusive way. And so the idea behind Dufvenkrooks was born.

The mulled wine makers' solid knowledge about wine and their experience from the bar and restaurant sector have meant a lot for the development of Dufvenkrooks. Using wines that are a bit better as the base, and spice mixtures that people like, classic favourites are created. Great importance is also placed on consumer tastings and reviews, which are used to constantly develop and refine the range. Dufvenkrooks is part of the wine importer Tegnér Hermansson AB, with headquarters in Stockholm.

Mulled wine – a Swedish tradition with roots in antiquity

The Swedish word “glögg” comes from “glödga”, which in turn means to heat up. Only in the 1890s did mulled wine become a Christmas tradition in Sweden. Nobody quite knows how the custom arose, but it was probably simply that the warm, sweet drink was excellent for warming people up during the cold and dark midwinter.

Although the word “glögg” is fairly new, the tradition has deep roots. Already the ancient Greeks spiced their wine, probably more to make sour or bad wine more drinkable. In Sweden, we have drunk heated spiced wine since the 16th century, when spices in wine were thought to promote health. King Gustav Vasa's personal favourite was a mixture of Rhine wine or hock, sugar, honey, cinnamon, ginger, cardamom and cloves.

Inspired by the French drink “brûlot”, in the 17th century we started to serve heated cognac with melted sugar. In time, the spiced spirit was replaced by wine and the drink begun more and more to resemble what we today call mulled wine.

