

### **TECHNICAL FILE 3**

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#### **Geographical indication to be registered**

Svensk Punsch/Swedish Punch

#### **Category of the spirit drink**

*Other spirit drinks*

#### **Description of the spirit drink**

Swedish Punch is a sweet and syrupy *drink* with a yellowish to brownish colour and an alcoholic strength of 20% to 30% by volume. *It is mixed, with a clear not from Indonesian arrack. Arrack is a spirit drink produced from distillate of sugar cane, rice, molasses or coconut or date juice.*

*The character of Swedish Punch varies according to the product, depending on the amount and character of the arrack and on the seasoning. In addition to being sweet and full-bodied, Swedish Punch can also be aromatic or spicy. When aged arrack is used, it enhances the punch's complex and deep character and its colour.*

*The aroma of Swedish Punch must be sweet and rich, with the strong presence of arrack. The consistency is viscous, though it depends somewhat on the drink's temperature.*

The drink may be consumed either chilled or warmed up, depending on the occasion and the time of year. It is most commonly enjoyed with coffee after a meal, though Sweden also has a strong tradition of drinking Swedish Punch with pea soup, and it is also used as a festive drink.

#### **Geographical area**

The territory of Sweden

#### **Method for obtaining the spirit drink**

In addition to the general rules for *spirit drinks* in Regulation (EC) No 110/2008, Swedish Punch is also subject to the requirements below.

*The main ingredients in Swedish Punch are arrack and syrup. The oldest, historical, recipes mention five ingredients: water, sugar, arrack, citrus and tea. Over time, citrus, which gives*

*acidity to the punch, was supplemented with wine and other flavourings. It became possible to replace tea, which gives colour, with caramel.*

*Swedish Punch is traditionally produced by mixing water and sugar during the heating phase, and the mix is stirred until the sugar has dissolved. After this the arrack, citrus and other ingredients are added in order to obtain the desired taste.*

*The arrack that is the basis of Swedish Punch is not and has never been traditionally produced in Sweden but is imported from Indonesia. The arrack is distilled up to around 75% by volume and then diluted to between 60% and 70% per volume. The arrack used in Swedish Punch must be pure, without any other additives or flavourings.*

*At least forty per cent (40%) of the end product's alcohol content must come from arrack. Alcohol of agricultural origin may be added.*

*Swedish Punch may be flavoured with fruit juice or citrus aromas. In addition, it may be flavoured with wine and/or fruit juices and/or natural aromas from other fruits and berries. Spirit drinks may be used to round off the flavouring. Swedish Punch may be coloured with tea or caramel colours. The sugar content must be between 200 and 300 grams per litre, expressed as invert sugar.*

*The mixing of the product so that it is ready for consumption must take place in Sweden. This is necessary to ensure the preservation of Swedish Punch's unique character and identity. The product's reputation is linked to its history and the expectations that consumers have of Swedish Punch as a distinctive national product.*

### **Link with the geographical environment or origin**

*Swedish Punch is a unique and traditional Swedish product that dates back to the time when Sweden was developing its trade with Southeast Asia. One of the products brought back home was arrack from Java in Indonesia. It dominated Swedish imports of spirits until the beginning of the 20th century. The first shipment of arrack arrived in 1733 aboard the vessel *Friedericus Rex Suecia* from the Swedish East India Company.*

*One of the first written recipes for Swedish Punch was noted down by cook and cookbook author Kajsa Warg in 1755. A number of old recipes can also be found in distiller Jacob D Leufvenmark's works from 1869. Alcoholic beverages known as 'punch' or similar were also made in other parts of Europe in the 18th century, and in those days they referred to a warm drink fortified with alcohol. Any spirit could be used for such production, but in 1767 Sweden issued a regulation stating that punch must be made from arrack.*

*Swedish Punch was served in taverns and coffee houses, where the classical ingredients arrack, water, sugar, tea and lemon were mixed according to the customer's wishes and drunk steaming hot. Punch was also made at home by those who were able to buy the relatively expensive arrack.*

*The beverage enjoyed an upswing in the 19th century, and traders in Sweden started producing and bottling Swedish Punch for sale to the wider public. The first spirit trader to do this was Johan Edward Cederlund, who in 1845 sold the first bottle of punch.*

*That was also when the drink started being served cold, as an alternative to warm punch in a cup. The drink rapidly became very popular. In the mid-19th century, when Sweden's population totalled 3.5 million, Swedes drank altogether 5 million litres of punch every year. There were different types of punches for different occasions, as shown by the many punch cups, bowls, ladles and mugs produced by Swedish porcelain and glass works. The number of punch brands grew markedly until the establishment of the Swedish alcohol monopoly in 1917. The state-owned Vin&Sprit, which was granted a monopoly on the development and control of spirits production, considerably reduced the number of brands. Only four brands remained, and it took 76 years for a new punch to be launched. When the production monopoly was abolished in connection with Sweden's entry into the European Union in 1995, there was an increase in the number of punch types and brands from several producers. Many of those punches were based on old recipes and centuries-old traditions that had lain dormant.*

*Swedish Punch is a unique drink widely regarded as the national drink. Its strong foundation in Swedish traditions have left many traces in Swedish culture, not least in the form of countless songs that are dedicated to the beverage and sung both privately at home parties and publicly by well-known choirs. Punch's status is even reflected in Swedish architecture. The pretty, glass verandas that the bourgeoisie and upper classes had built for their houses during the 19th century and up until the beginning of the 20th are called 'punch verandas'. It was on those verandas that people drank cold or warm punch, with or without guests. Punch also gained a strong foothold among students and soldiers, who still today serve it at meetings and festivities. In the past, most workplaces and taverns served punch together with pea soup as a fixed menu every Thursday. In working life nowadays it is less acceptable to drink spirits for lunch, though the tradition lives on whenever appropriate. There are certain regional differences in the way people drink punch in Sweden, and they relate to the food culture. For example, warm punch is served at the annual 'ålagillet' eel parties in Skåne, while in Östergötland warm punch accompanies the 'får-i-kål' mutton-and-cabbage dish.*

*Swedish Punch was added as a Swedish geographical indication to the 'Other spirit drinks' category when Sweden joined the EEA and this was maintained when the country became an EU member.*

### **European Union or national/regional provisions**

Annex III to Regulation (EU) No 110/2008

### **Applicant**

Sweden

**Supplement to the geographical indication -****Specific labelling rules**

Swedish Punch must be labelled with at least one of the following indications: 'Svensk Punsch' or 'Swedish Punch'.