

**Media information:**

**October 3, 2019**

**CINNAMON BUN DAY IN SWEDEN - FRIDAY OCTOBER 4 – NOW CELEBRATED IN PERTH**

Who doesn't love a cinnamon bun? Well, Swedes love their cinnamon buns so much they have given the baked goods their own annual day – *Kanelbullens dag* – to celebrate the comforting warmth of the delicious bun, with Cinnamon Bun Day celebrated by Swedes throughout the world tomorrow, Friday October 4.

And so in West Australian, Maud Edmiston, popularly known as Miss Maud, our state's window to all things Swedish invites people to say hello to the latest release at Miss Maud, the delicious Swedish Cinnamon Bun and embrace International Cinnamon Bun Day as they do in Sweden.

“Every year on October 4, the Swedes celebrate Cinnamon Bun Day the delicious aromas of the spiced Swedish buns filling the air from cafes, restaurants and stores across the country,” said Miss Maud who brought Sweden to Perth in 1971 opening her first coffee house in City Arcade when she couldn't find a nice place to take her mother for a cup of coffee – or for Fika as coffee and cake is known in Sweden.

With an original goal of celebrating home baking, the special day was invented in Sweden in 1999 by the Home Baking Council, a club of baking ingredient producers who wanted to create a baking tradition in honour of its 40<sup>th</sup> anniversary. The group wanted to celebrate home baking and talked with various bakers, teachers and the person on the street to ask what bread they thought of when they thought of home baking - with the Cinnamon Bun an all out winner. In fact, today the average Swede eats 316 cinnamon buns annually, that's 317 million pounds of cinnamon buns!

“The delicious comforting smell of warm cinnamon buns is a trip to Sweden,” said Maud Edmiston, “With the bun a beloved treat in Sweden for over a hundred years.

“Although Cinnamon Buns can now be found all round the world those from Sweden have an amazing taste, less fat, less sugar and a warm comforting feeling,” she said.

The popular hospitality leader said that in Sweden Fika – or enjoying coffee and cake together - is a special kind of ritual, always enjoyed with something beautiful and lightly sweet like the prized cinnamon bun made to a Miss Maud family recipe, rolled, twisted and knotted by hand before being baked golden and then topped with grains of Swedish Pearl Sugar.

“We think our customers will love our new Swedish Cinnamon Buns and invite them to join in the tradition on October 4 and celebrate Cinnamon Bun Day with us,” said Miss Maud taking in the sweet, aromatic treats from the bakehouse ovens “we’ll be all about Cinnamon Buns in our stores tomorrow, they’re absolutely delicious!” she said. – ENDS -

**PHOTO ATTACHED – MAUD EDMISTON/AKA MISS MAUD CELEBRATING CINNAMON BUN DAY AT HER BAKEHOUSE. For more information please contact Marina Valmadre – 0408 98 28 18**

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