



The Tree/Its Landscape/Its Benefits

Sav™ should be served well chilled. This is one reason why one may as well start with the inland ice.

When the inland ice drew back from Jämtland 9,000 years ago, the birch was the first tree to reach for the skies again. In any case, when humans came to the region, the birch was the first tree they noticed.

The white, innocent colour of its bark (though streaked with black, a bit like Life itself) led to the birch being dedicated to the goddess Frigga (or Venus to those who came from more southern parts), and thus symbolised purity and femininity. Children's cradles were made of birch in order to mark a new beginning. The trees were tapped of sap, which was drunk to greet the Spring.

Mythological considerations may be cast aside when tasting a glass of sparkling Sav™. However, there are some chemical circumstances that may be harder to ignore.

Every year, Continental wine-makers must battle various pests and mouldy fungi that threaten their harvests. Not so in Jämtland. Sav™ contains absolutely no traces of herbicides or pesticides, as they have never had to be used. The climate is one reason. Another is the stubbornness and resistance of the birch.

The principle is simple: when the frost from the soil in the spring, the birch sucks up crystal-clear water from the mineral-rich ground. The tree turns the fluid into sap. Which can be tapped. Which can be drunk.

It is now that the conscientious wine-maker's troubles begin. Like his colleagues on the continent, he wrestles with the same eternal questions: when exactly should the wine be harvested? How exactly should it be handled? How exactly should it be stored? How exactly should it taste when it is ready?

In most respects, the wine region of Jämtland can be said to be more virginal than Alsace, Bordeaux, Bourgogne, Champagne, etc. Its ambitions are not more modest for all that.

It is risky to talk about Benefit and Health when discussing alcoholic drinks. However, one cannot deny Sav™'s content of natural sugars, calcium, phosphorus, magnesium, manganese, zinc and iron.

Since time immemorial, birch sap has been thought to relieve, or even cure more or less nasty ailments. But much like its mythological legacy, nutritional physiology may not be the first thing you think of as Sav™ sparkles in your glass.



The Archive/The Recipe/The Originator

For thirty years, Swedish chemical engineer and scientist Gunnar Jegrelius built an astounding archive. He collected research reports, theses, essays, manuscripts, newspaper articles, press items and books from 1700 to 1980, concerning some 200,000 chemical substances and their effect on humans and the environment. A total of 6 million documents divided among 600 metres of shelf space.

There was only one problem with this unique and extremely important resource for current and future environmental research. After Jegrelius' death in 1981, no-one found their way through the material. The archive sunk into oblivion, and was later moved to Östersund, where environmental engineer Peter Mosten was given the duty of indexing the archive in order to facilitate research.

During his work, Mosten found a recipe torn from a Swedish book printed in 1785. Its title was: Birch Champ**** (strict EU regulations prevent us from writing the full title as the word 'Champagne' may only be used to denote a sparkling beverage made of grapes in the French region of that name).

Curiosity took the upper hand; Mosten decided to make sparkling birch wine from the recipe. The result was ... revolting. It would take a decade of experimentation and testing before Mosten even came near to anything worth selling by the bottle. Finally, he achieved Sav™.

Its Taste/Its Exclusivity/The Future

The German Wine Institute in Trier has tested Sav™ and found it to exceed all expectations. Independent Swedish oenologists are astonished at its taste, which can briefly be described as 'bittersweet' rather than the more expected 'dry-dry' for sparkling wines (for more extensive tasting opinions, see www.sav.se/taste). Compared with other sparkling wines on the market, Sav™ is described as 'stronger' without containing more alcohol (12.5%).

Sav™ has an exclusive taste in the sense that its taste is comparatively unusual among sparkling wines. Its availability may be considered exclusive too. The first year's harvest is limited to 5,000 numbered bottles. The 2007 harvest (which will be available for sale in the spring of 2008) is estimated at 20,000 bottles.

It is highly unlikely that Sav™ will ever be sprayed around wildly by the driver on the winner's podium at a Formula 1 race. Not that it wouldn't be worth it. Quite the contrary.