



# SONS of NORWAY



February 2020  
Walworth County, WI

## Norsemen of the Lakes 5-650

Greetings, fellow Norwegian Americans:

I have talked to Brian Ogne and he said everyone had a wonderful time at the Brun's home in January and about 13 people attended. That sounds wonderful for such a nasty winter day. I am so jealous that I wasn't there, but I'm consoling myself with the fact that I'm in sunny Arizona.

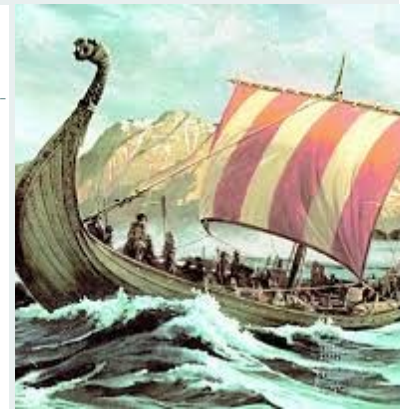
I hope some of you were able to attend the demonstrations in Williams Bay. That sounds like the perfect opportunity to recruit some new members.

Now you are all set with reservations for the February breakfast at Perkins in Delevan Feb. 15th at 9 a.m. I am attempting to get the Norway game to Eileen so you can play it if you want. I think I will try to facetime with someone at the breakfast so I can say hello. There may also be a door prize if I can arrange it.

## Membership Committee News

**Plans for 2020:** Have you been thinking of a location where we can sponsor a baking workshop? I see that the Mandt Lodge is holding another lefse workshop and charging \$20 per person. Our challenge is to find a friendly location, so please consider venues in your area that have a kitchen where we can have access to electricity and a place to clean up afterwards. It doesn't have to be a large kitchen, but we would need to set up 5 or maybe 6 stations in a common room where we demonstrate different Norwegian delicacies. Can you make krumkake, lefse, smorgrat, waffles or rosettes? Please contact me if you are willing to help. We will need people to set up, demonstrate and take down. In addition, we'll need to advertise and get the word out. We have also had people from other lodges willing to help us, so let's not pass up this opportunity.

I have been sending out this newsletter to lots of people who were interested in Sons of Norway at the centennial in Wms. Bay last summer. Due to the cost of color copies and stamps, this will be the last edition I will send to non-members. I found out it was very expensive to make color copies down here in AZ. It was \$18 for b/w copies and over \$100 for color; that's why the last two issues have not been in color. (I usually make the color copies at home on my own printer.) If you have been reading and enjoying our newsletters, please consider joining our lodge. In addition to this newsletter, you will receive the *Viking*, and we would really enjoy your company at our meetings as well. You can join for only \$5/month and have it charge directly to your credit card if you want. You will hardly notice it.



### Gratulare Med Dagen

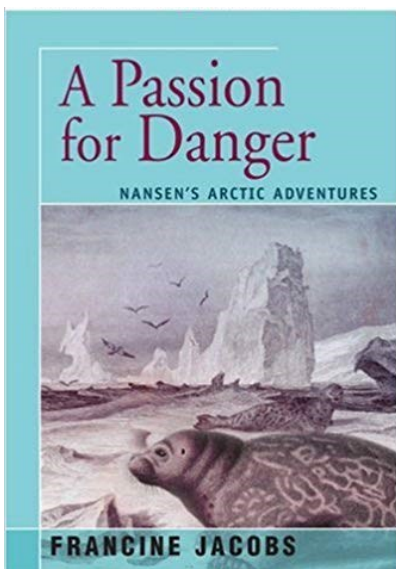
|                 |      |
|-----------------|------|
| Bill Kaul       | 18th |
| Corlene Bartels | 21st |
| King Harald V   | 21st |

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### KALENDAR

- Feb. 15th 9 a.m. Breakfast at Perkins, Delevan
- March 10th at 6 p.m. the Atrium in Wms. Bay. We will watch the movie Kon Tiki: The Story of Thor Hyerdahl.
- April event will be at 6 p.m. at the Advia Credit Union, Elkhorn. The topic will be earning Sports Medals and Culture Pins.
- May event will be at 6 p.m. at the Advia Credit Union, Elkhorn. We will celebrate Syttende Mai with a smorgasbord.
- June is picnic month. Join us at Babe Mann Park @ 960 Proctor Dr. in Elkhorn for potluck.



This true story of bold adventure recounts the extraordinary journeys of Fridtjof Nansen, a scientist and explorer determined to discover what secrets lie hidden in the frozen far North. He crossed the icy wastes of Greenland and later journeyed into the polar ice to study Arctic Ocean currents. On that expedition, he attempted to trek to the North Pole. What happened in the forbidding land of ice, polar bears, and killing cold makes for a gripping tale of survival. Illustrated with maps and Nansen's own photographs and drawings, this book contains a wealth of information about the polar region.

This book is available at the library in print or audio. It is easy to download Libby to your phone if you want to listen to the book. I love to listen while I clean house, sew and do just about anything.

## Kvikk Lunsj: A Truly Iconic Norwegian Brand

by David Nikel

In such a healthy and active country as Norway, I find it hard to comprehend that a chocolate bar has such a place in people's hearts! But that's exactly what this brand has. Introducing to you, the **Kvikk Lunsj**.



### **An iconic Norwegian snack**

A Kvikk Lunsj is pretty much exactly the same as a KitKat. (More on this later!) It has four fingers of chocolate covered wafer, that you can break off one-by-one. To share I suppose, although I seldom do.

It was brought to market by Norwegian confectioner Freia in 1937, two years after the KitKat. But it was in the 1960s that Freia took a critical step. They began to promote the Kvikk Lunsj as the chocolate bar for hikers and skiers.

### **The outdoors connection**

Currently celebrating its 75th anniversary, Kvikk Lunsj marketing campaigns have developed over the years. However, the basic concept of the connecting with Norway's outdoors lifestyle has stayed central, as evidenced by the wrappers that now feature a different hiking and/or skiing trail inside each one complete with the phrase "God Søndagstur." For the non-Norwegian speakers amongst you, it essentially wishes the hungry recipient a good Sunday hike!

The idea behind the marketing is to encourage Norwegian hikers to pack a couple of these bars in their knapsacks every weekend when they head to the hills. And they do. The average Norwegian eats nine Kvikk Lunsj bars every year! Helped, of course, by the fact that Kvikk Lunsj is one of the cheapest chocolate bars on the market.

A nice touch on the wrapper is a small box identifying the region of the hike featured inside. So if you're heading to Tromsø, for example, you can look for the Tromsø bars before you buy! Of course, hikers don't actually rely on a chocolate bar to plan their routes, but it's powerful marketing all the same!

### **The history of an icon**

The chocolate bar was first launched by Freia in 1937. This was shortly after the KitKat. It's known that a Freia manager found the KitKat while travelling and decided to launch a similar product. However, although the product idea was the same, many aspects, including the recipe, were quite different. It has been produced consistently ever since, with the one exception caused by World War II. Production was halted between 1941 and 1949 because of a lack of sugar and poor quality of flour.

### **The KitKat issue**

I mentioned earlier the similarity to the KitKat, which is now owned by Nestle. The company had tried for years to trademark the four-finger shape. Back in 2016, Nestle was granted a trademark by the EU's Intellectual Property Office. However, this was overturned less than two years later by the EU's Court of Justice.

A University of Oslo blog post points out that the recipe—even today—remains quite different. There's also different nutritional values between the products, with Kvikk Lunsj having a higher fat content and calorie count.

The website [Quartz](#) said the whole issue was simply great marketing for the Scandinavian chocolate, which lacked brand recognition outside the region: "Every time news from this ongoing legal battle breaks though, it gains a little more fame."

### **In a taste test, which one wins?**

The Guardian held a taste test in 2017, which the Norwegian version won hands-down. "It's official. Not only is it not a unique, trademarkable product, KitKat isn't even the best four-fingered chocolate bar in Europe," said the newspaper.

The following is a post to a Norwegian blog that expresses the sentiment shared by so many Norwegians:

*Kvikk Lunsj, I do not know how you would do in a blind taste test against Kit Kat, but I know that our connection is much deeper than that. You are so much more than a chocolate bar to me. You are everything I like about Norway: hiking with my family, reaching the goal and take a break, simplicity and purity.*





# Rubus Chamaemorus

**Cloudberry sparkles in the marshlands of Arctic Norway for a few weeks every summer.**

The fruit of the cloudberry plant is an amber-colored fruit that resembles raspberries and blackberries. Prized for its scarcity just as much as the flavor it brings to Norwegian desserts, the cloudberry – known as *multe* in Norwegian – is notoriously hard to find. They thrive in the swampy marshlands of the remote Arctic climates of Norway, Sweden and Finland.

The ripe fruits are golden, soft and full of juice, with a distinctive sweet-sour taste. Rich in vitamin C, they are often made into jams and even liqueurs. Cloudberry cakes, cloudberry cream, and cloudberry sauce are common products. They can be bought in markets and some supermarkets during the picking season although they can be extremely expensive.

## **The annual treasure hunt**

Attempts to farm the cloudberry have been largely unsuccessful, as they can only grow in a very specific environment. As such, the only way anyone can get their hands on the berry is from hand picking, or buying from someone who has. Picking *multer* is a popular annual activity for families living near the marshlands.

If you're interested in going picking yourself, locals may point you in the right direction, but they'll probably keep their secret fields for themselves! The cloudberry plant itself has small green and dark red leaves.

The berry begins its life as white and changes into a bright red color.

When it ripens, the berry lightens into a golden hue.

There are a few reasons to be wary though.

Firstly, you have to be prepared to trek through remote boggy lands and do battle with mosquitos in order to reach your own highland gold! Also, different parts of Norway have specific rules when it comes to foraging for cloudberry.

In many parts of the country, you can pick berries anywhere that isn't fenced. But some places have far stricter guidelines. In Finnmark, for example, the land is owned by the state and permission must be sought from local authorities if you want to take berries with you – although you are allowed to pick them to eat immediately!



## **Longyearbyen Fast Facts**

Did you know that the world's northernmost town is in Norway? Perched high above the Arctic Circle on Spitsbergen island lies the polar village of Longyearbyen. It's inhabited by approximately 2,000 residents from 50 countries. From dogsledding to tipping back an ice-cold beer at the local brewery, this town is filled with unique adventures. Read more about Longyearbyen in the January issue of *Viking*. Here are some additional quirky facts about the town.

### **No Cats Allowed**

Cats have been banned on Svalbard since 1992 in order to protect the arctic bird and wildlife population.

### **It's Always Sunny in Longyearbyen**

... during the summer, that is. From mid-May through August, the mid-night sun hangs high over the polar sky—and never sets.



### **Feelin' Blue**

As the region dips into October, it's already quite dark in the evenings and noticeably less daylight day by day. This dark season in Svalbard is referred to as the "polar night," which lasts into late January or early February. As the sun hovers just below the horizon, at around a 6-degree angle, the residual light is reflected off the blue sea and the white snow, and the landscape becomes bathed in the deep blue. Locals call this the "blue hour."

### **Pack Your Slippers**

In Longyearbyen it's common to remove one's shoes before entering a restaurant, hotel or other public building. The tradition dates back to the town's mining years, when shoes were removed to minimize the spread of coal dust.

### **Here Comes the Sun**

Every year on March 8, residents gather on the town's hospital steps to watch the sun's long-awaited return over the horizon. This event kicks off a week-long celebration of concerts, parties, art exhibits and more.

**Brrr!** Average temps in the winter hover around 6-7°F. What about summer? Despite the 24/7 presence of the midnight sun, summer temps only average in the 40s.

# King Crabs from Russia Invade Northern Europe

The Guardian

The largest edible crabs in the world, growing to one and a half meters across, have invaded northern Norway from Russia and spawned a new and valuable fishing industry. King crabs as they are known, hundreds of thousands of them, are marching west along the Barents Sea and heading south towards the rest of Europe.

To the fishermen of northern Norway they are both a boon and a menace. The bonus comes because they are worth \$197 each at Oslo fishmongers. The problem is that there are so many juvenile crabs - too small to eat - that hundreds of them are caught at a time and they weigh down and break the nets of trawlers. Often cod fishermen catch more crabs than fish.

The crabs originally came from the Kamchatka peninsula on the extreme eastern side of Russia, in cold Arctic waters. In an experiment in the 1960s a Russian scientist, without consulting the Norwegians, introduced them into a fjord in the Barents Sea. The area is so cold that there are no native crabs there, but the king crabs found it a home from home and thrived.



The first the Norwegians knew about them was in 1980, when a few were caught in cod nets. A huge colony has now established itself in Varanger fjord, the biggest in Norway, which is renowned for its cod and haddock. The crabs there regularly reach 1.5 metres (five feet) across - bigger than in their native waters in Asia. The crabs have already marched 600 miles west of Varanger, around the coast to Tromso, and have now turned south.

The Russians and Norwegians, who share all fish catches in the Barents Sea, realise that they have a new resource with valuable export potential to Japan and the US, and are being careful not to over-exploit it. Russia and Norway have limited their catch this year to 37,500 king crabs each, but next year, as the numbers continue to balloon, it will be larger. The Japanese are already so keen on the new fishery that they are flying special teams over to buy the pick of the catch.

Runar Hartvigsen, regional director of fisheries and aquaculture for Finnmark, said: "This is very good news for us. Research so far shows that the king crab has occupied a niche that no other species uses, and so there is plenty of food for them but no harm done."

"The only problem is that there are so many of them, and they weigh so much, they can break the nets of our other fishermen. There is no way we can control the crabs' advance or their numbers; what we have to do is make the most of the business opportunity they offer."

He said that Japanese teams had already flown to Norway to investigate the fishery and planned to be there from October to January, buying the better flavored male crabs and flying them back live to the Tokyo fish market.

Fishermen currently get \$5.27 for 2.2 lb. for the crabs at the quayside, but the retail price in Oslo is \$39.50. The legs are so big they are broken off, cooked in their shells and sold in restaurants as "crab sausages". "They taste superb, a mixture between prawn and lobster," he said.

The Norwegians are now experimenting with farming the crabs, anticipating potential markets in the EU. Using medium-sized male king crabs about five years old, caught in fishing nets in March, the crab farmers are keeping them in enclosures on the sea bed and feeding them until the harvesting season begins in October. During that time the crabs will shed their outer shells and, in the two months before the new shell hardens, they will grow by 25% in size and weight.

"This means a four kilo crab in March is five kilos in the autumn, adding \$26.36 to its value and making farming a viable proposition," Mr Hartvigsen said.

So far there appears to be no limit to the crabs' advance, and scientists believe that they may reach as far south as Bergen in 10 years. By then Mr Hartvigsen believes, even the mighty king crab may slow down. "The water south of Bergen is warmer. The king crab likes to be really cold, so it may stop advancing further south. But the fact is we do not really know until it gets there."



# Johannes Høsflot Klæbo, Norway's Skiing Superstar

By Mathew Paul Gundersen

**Johannes Høsflot Klæbo is a cross-country skier and celebrity figure here in Norway. Let's meet the man behind the eye-catching social media profiles.**

Who comes to mind when you think of Norway's most recognizable current sportsman? The talented footballer Martin Ødegaard? What about middle-distance runner Jakob Ingebrigtsen? Or what about the world's best female footballer Ada Hegerberg?

Well, right now in Norway, there are few faces more recognizable than Johannes Høsflot Klæbo. The cross-country skier for Byåsen IL ski club is not only a talented sportsman, he is also a highly desired commodity in the world of advertising in his homeland. Here is a breakdown of the 22-year-old's achievements and most notable moments so far.

## **Sporting achievements**

He was the youngest male ever to win the FIS Cross-Country World Cup, the Tour de Ski, a World Championship event, and an Olympic Cross-country skiing event.

On Klæbo's Winter Olympics debut in 2018 in Pyeongchang, he won three gold medals: sprint event, 4 x 10 km relay, and the team sprint. At the age of just 21, the Norwegian finished level with French biathlete Martin Fourcade for the most gold medals at the Games.

Klæbo won the overall World Cup in the 2018 and 2019 seasons at the ages of 21 and 22 respectively. While the 2018–19 World Cup saw him win eight sprint victories, a record that saw him draw level with the Swede Emil Jönsson's all-time sprint record in a single World Cup season.

## **Natural successor to Petter Northug**

Johannes Høsflot Klæbo is often mentioned in the same sentence as the retired Norwegian cross-country skier Petter Northug. Klæbo is seen as a natural successor to the Northug, who retired in 2018. Northug picked up a total of 13 World Championship medals and 20 Winter Olympic medals, which included two golds, although he missed out on the latest Winter Olympics in Pyeongchang.

Klæbo has the potential and drive to surpass the achievements of Norway's former Winter Olympic gold medalist. The youngster has started his skiing career well and, barring any serious injuries, he could go on to become one of Norway's all-time leading winter athletes.

## **Instagram and YouTube**

Klæbo's popularity hasn't just come from his sporting exploits. The 22-year-old has also built up a big following on various social media platforms. His followers and subscribers can learn about every aspect of Klæbo's life.

On Instagram, Klæbo has some 360k followers. On his account you can find pictures from competitions, training sessions, some advertising posts, or just pictures from his everyday life. There's plenty of posts to keep his fans happy. That goes for fans of him as a sportsman and—given his photogenic nature—his more casual admirers too.

On his YouTube channel, Klæbo has a slightly smaller following with 101k subscribers. This is my favourite social media platform of his. On the channel you can find a number of vlogs: behind the scenes footage of his training regimes, including some with his little brother Ola, videos of his life away from training and competing, and even random days out/weekends away with girlfriend.

Klæbo's posts on YouTube are consistent, and each vlog post has views that range from 31k to 310k, with total views of all his YouTube content standing at over 12 million views. All of his YouTube videos are in Norwegian with English subtitles, which makes them accessible to his ever-growing international audience.

## **Advertising and celebrity status in Norway**

The Norwegian clearly has a visual appeal, his face can be seen in shop windows, on billboards, and in magazine advertisements across Norway. Klæbo is the face of Hufs, a Norwegian hair product.

Many will recognize the face of Johannes Høsflot Klæbo and here in Norway there are perhaps not many more recognizable faces than his. His popularity here in his homeland is huge, but it remains to be seen if he can break into the European market.

## **The future**

The future is bright for this 22-year-old cross-country skier, and as long as he can keep a level-headed approach to fame, his sporting future is a very exciting one. He has certainly made an impressive start to his career and will continue to train hard to achieve greatness.

One day, Johannes Høsflot Klæbo's name could be right up there with other great Norwegian winter athletes of years gone by: Petter Northug, Marit Bjørgen, and Ole Einar Bjørndalen.



### Scandinavian Wine? Yes Indeed!

With their notoriously cool climates, Denmark, Norway and Sweden have never been thought of as contenders for winemaking—until now. With the warming weather in these countries, entrepreneur winemakers are keying in on the potential for a new Scandinavian wine industry. The main goal of these vintners is to develop a thriving white wine market in the region, with hopes of tapping into the growing popularity of white wine along Europe's northern rim.

In recent years, there has already been noticeable growth in the Scandinavian wine industry. For example, the number of vineyards in Denmark has exploded from two to 90 over the last 15 years. North of Denmark, Norway currently has 12 operating vineyards.

Although the growth of Scandinavia's wine industry is evident, it is still in its infancy and is very small compared to major markets like Spain, France and Italy. The established European wineries have over 10 million acres of vineyard, whereas the EU has approved less than 1,000 acres total for Denmark and Sweden. Only time will tell if the efforts of the Scandinavian wine entrepreneurs will be successful.



Photo Credit: Charlotte de la Fuente for The New York Times

If you'd like to try a glass of Scandinavian wine but are holding back on account of your New Year's fitness resolutions, this phone-based tool may be just the what you need: the [Work4It app](#). This app tracks your workouts while helping you work toward a specific reward, such as a glass of wine, to give you an extra boost of motivation. While you're exercising, the app will visually represent your wine glass filling up and will let you track how many glasses of wine you've earned based on the calories you've burned.

So before you let your New Year's fitness resolutions stop you from tapping into the world of Scandinavian wine, consider whether you can make the two work together—and strive for balance by practicing the Scandinavian value of healthy living. Cheers!

## Norway's King to Take Two Weeks Off With Non-serious' Condition

14 January 2020

**King Harald is scheduled to be discharged from hospital this week, Crown Prince Haakon has said.**

Crown Prince Haakon spoke to the Norwegian press on Monday after visiting the Norwegian Refugee Council's headquarters in Oslo.

The Crown Prince said that King Harald is on the road to recovery after being hospitalized last week, NRK reports.

"The king is improving and we expect him to be home from hospital during this week," Haakon said.

"It's been a tough period in the last couple of weeks, but we are trying our best to take care of each other," he added.

The Palace announced on Wednesday last week that King Harald had been admitted to Oslo's Rikshospitalet.

"His Majesty King Harald was admitted to the Rikshospitalet today because of dizziness. No serious illness has been found. The king is expected to be discharged before the weekend," the statement said.

Crown Prince Haakon said that the King was doing well, despite staying in hospital for longer than initially announced.

"He is quite well under the circumstances. He was unwell and dizzy, which is why he was hospitalized. They are monitoring his condition at the hospital," the crown prince said.

The 82-year-old King is scheduled to be on sick leave for two weeks, Crown Prince Haakon serving as regent during this period.

"My program has not changed much yet. But it means, for example, that the King is not able to meet with the government [Norwegian, *statsråd*, ed.], I must do it instead," the crown prince said of his rule as interim regent.

King Harald was also briefly laid low last month with a virus which prevented him from attending parliament on December 20th.

We wish all the best to King Harald and his family in his recovery.