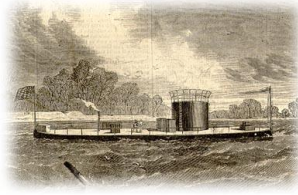


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September 2021

We "relaxed" in style at our annual **Kräftskiva** celebration at Peggy & Ken Carlson's home. It was very well attended (nearly 40 people) with lots of good food and social distancing. We were delighted to have some of our long absent members as well as several prospective new members in attendance. Pictures of our festivities are at the end of this newsletter.

Upcoming Monitor events. The next few weeks and months will be a challenge to us all as attending events and social contact are still being restricted. At present all Monitor-related in-person events are being evaluated on a regular basis based on COVID guidance issued by the CDC and the state's Department of Public Health. The Lodge will continue to host virtual meetings using ZOOM as needed.

We were planning our **first in-person** business meeting at IOOF Hall in September but have been overcome by COVID events so we are reverting to a **ZOOM** meeting on **Friday, September 10th**. This meeting will include the beginning of the nomination process for our 2022 officers, status reports from our Bylaws and Scholarship working groups and a brief introduction to Julbord tables 1 and 3 in addition to a cultural presentation.

How good is your Swedish vocabulary? If you want to brush up on your Swedish, you will find Swedish vocabulary and lessons in the Swedish edition of **Nordstjernen** (<http://www.nordstjernen.com/>) or **The Local** (<https://www.thelocal.se/>) may help. For practice, attached is the latest newsletter from Skåne # 570, our sister lodge in Malmö, Sweden and check out their website:

2021 Calendar of events (dates subject to change)

September 10th – Friday –
ZOOM meeting officer
nominations

October 1st – Friday –
tentative **Swedish Taco**
Bar. Specifics still TBD

November 5th – Friday -
agenda TBD plus election of
2022 officers

December 4th – Saturday –
Julbod (tentative)

December 10th – Friday –
St. Lucia celebration

2022 Calendar of events (dates subject to change)

January 7th – Friday - Dinner
and installation of officers

February 4th – Friday - **Pea
Soup and Pancakes**

March 4th – Friday – **TBD**

March 19th – Saturday –
Scandinavian Festival
(maybe)

April 2nd – Saturday – 110th
Anniversary luncheon
(tentative date)

May 7th – Saturday – Sill
Frukost - **TBD**

June 3rd – Friday –
Midsommar **TBD**

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sites.google.com/site/vasaorden11570/home

If you need help translating, try using an application like Google Translate (translate.google.com).

Food is always on our minds 😊 While we will be featuring a short introduction to Julbord table 2 and 4 at our October meeting we are including a brief description below of a relatively new Swedish cuisine phenomena (started some 25 +/- years ago) we are planning to feature at our October meeting as we are uncertain yet if Monitor will be able to serve prepared foods at the meeting at the IOOF Hall. Enjoy the article below:

How 'Taco Friday' Became a Swedish Tradition

(<https://www.atlasobscura.com/articles/what-is-taco-friday>)

by [Barbara Woolsey](#) May 11, 2020



Sadly, this is not what the taco shells actually look like.

Aïda Amer for Gastro Obscura

Swedish food columnist Daniella Illerbrand remembers her first Taco Friday well. She was 14, and it was the first time her parents, who cooked everything from scratch, decided it was okay to buy ready-made ingredients like tortillas and spices.

“That was a big deal for us,” says Illerbrand, who works for Sweden Foodtech, an organization that works with food startups and businesses. “My parents liked traveling, so they were into trying something new.”

It was her first real *Fredagsmys*, or **Cozy Friday**, a beloved Swedish tradition. Across the Scandinavian country, families stay home on Friday night, watch TV, and eat Tex-Mex-style tacos. This dinner choice is so common that, for most Swedes, Cozy Friday is also *Taco Fredag*, or **Taco Friday**.

A few elements conspired to make Taco Friday a Swedish institution. In 1990, the country was emerging from a financial crisis, and Swedes were eager to spend again and try new things. Around the same time, government deregulation of television

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allowed advertising for the first time. Prior to that, Swedes had only seen on-screen ads in cinemas.

The Swedish chips company OLW popularized the slogan “Now it’s cozy Friday time” in its commercials. These days, most Swedes can still hum the catchy jingle by heart. This is widely believed to be the origin of the term *Fredagsmys*, and in 2007, it was even adopted into the Swedish dictionary.



Cozy Friday calls for food and family, often in front of the TV.
Susanne Walström/
imagebank.sweden.se

Chips are still part of many Swedes’ Cozy Friday routine, but it’s Tex-Mex that truly benefited from the idea of staying in and eating processed foods on the sofa. Old El Paso, which had been attempting to break into the market in the 1980s, experienced success as its ads demonstrated taco assembly.

Meanwhile, the Swedish spice company Nordfalks, which marketed their Tex-Mex products to appeal to a Swedish audience, eventually changed its name to Santa Maria due to the popularity of its tortillas and tacos. Their TV spots suggested tacos as a staple of Cozy Fridays, and for Swedes, who were already used to *smörgåsbord* or potluck-style meals piled onto one plate, tacos were something new and exciting, yet familiar too.

“Commercials were very important in showing how you could put together tacos because before that we didn’t have anything where you could put it together in front of the TV like that,” says Richard Tellström, a food historian and professor at Stockholm University.

Soon enough, grocers and restaurants rallied around the idea, promoting Cozy Friday with discounts and take-out specials. Taco Fridays even became a staple of Sweden’s free lunch programs for schoolchildren.

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“I remember being a teenager when you would start having dinners for school functions at restaurants, and the restaurant would make a taco buffet,” says Illerbrand. “That was, like, the best thing ever.”

Tex-Mex was a hot American import, just like the series and movies on the tube. But once it arrived, it morphed, becoming infused with Swedish food culture. Spin-off recipes emerged, such as taco pie (also available in frozen food aisles), taco soup, taco pizza, and taco burgers. “Anything where you could add the packaged spice mix, really,” says Tellström. Americans might recognize the ground meat, soft or hard tortilla shells, peppers, onion, tomatoes, and guacamole of Swedish tacos, but not necessarily the cucumber, peanuts, pineapple, and yogurt sauces that Swedes added to suit their own cultural tastes.

“Tacos have become known as something classically Swedish.”

Cucumbers, which are perhaps the most curious ingredient, reflect a particularly Swedish love affair: Historically, Sweden’s summer months were jokingly called “cucumber time,” and you’ll still find cucumber on most dinner tables. It may be pickled, sliced and doused with vinegar and salt, or atop a salad; it’s also often a topping on kebab pizza, another ubiquitous national dish imported and adapted for the Swedish palate.

Over the decades, Fredagsmys has become a national institution. On Fridays, Swedish families gather at home, hang out in their pajamas (or base layers in winter), and relax. Friday evenings are a primetime slot on Swedish television, in contrast to what’s known as the “Friday night death slot” in the United States. According to Tellström, tacos are the preferred meal, but it can be anything eaten by hand: burgers, pizza, guilty-pleasure processed snacks, or pick-and-mix candies (a national obsession that is also indulged on *Lördagsgodis*, or Saturday sweets).

As a family tradition, Taco Fridays haven’t changed much over time. “What we haven’t seen is hipster tacos—no making the shells yourself or cooking the meat for 24 hours,” says Tellström. “It’s still mostly canned, packaged ingredients.” But its imprint on Swedish food is clear. Walk into any supermarket and you’ll find a sprawling Tex-Mex section, sometimes even larger than the baked-goods aisle. Market research shows that Sweden is now **the highest per capita consumer of Mexican food in Europe, along with Norway, which practices Taco Fridays too.**

However, a study by the Swedish newspaper Aftonbladet shows that Tex-Mex products don’t sell as well in supermarkets in immigrant neighborhoods. “It does tend to be more [practiced by] Swedish middle-class families,” Tellström says.

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Tacos with ... cucumber? Liliya
Kandrashevich/shutterstock

“Tacos have become known as something classically Swedish,” says Swedish-Brazilian writer Rafaela Stålbalk Klose. “The kids from Brazil or Gambia I hung out with had no time for tacos, they ate their own food for dinner ... But I grew up in an all-white neighborhood, and the kids I went to school with were all Swedes and they ate it.”

Sure, pairing tacos with pizza, candy, chips, and beer and soda bucks modern-day wellness trends, but according to Tellström, Cozy Fridays has mental health benefits. In Sweden, family meals are less frequent than in other Nordic countries, so tacos are a convenient meal that allows people to spend more quality time together.

“It’s not about increasing your body standard, but your family standard,” he explains. “It’s healthy to have a family and someone to live with. For Swedes, the purpose of food is to eat it with other people.”

Annual Program book updates. Our annual program book/member directory is mailed each December and is available on our [website](#) where we also post updates throughout the year. It is a “living” document and we have one change for August:

Bernice N. Hopkins
8476 Sheldon Road, Unit 242
Elk Grove, CA 95624
916-896-0641
bernicehopkins@comcast.net

A grattis på födelsedagen to our birthday celebrants for **September 2021**, they are Britt-Marie Andersson*, Peggy Carlson, Sarah Cuthill, Mark Delle, Melody Friberg,

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Ginny Lee*, Yvonne Magneheim, Arlie Veis*, Rosemarie Westrup* and Joyce Willow* .
(* denotes member 75 years of age or older)

Sunshine (Friendship) Committee: We often have members and their families dealing with health issues or unable to easily travel to Monitor events and they appreciate receiving your cards, phone calls and visits. Please contact Larry Woodward or Will Hanley, our Sunshine committee members, if you know of a member in need of our assistance in some manner. **Tack så mycket**

Memory lane travels. Please consider sharing some of your photo album discoveries or news in future issues of Monitor's newsletter. This month we had no submittals but I'm sure there will be some forthcoming for our October issue

Current financial report (summary) from our Financial Secretary and Treasurer. While current events have created some unusual impacts on our 2020 income and expenses, we are still very comfortably in the black. Below are our fund balances as July 31, 2021:

<u>General Fund</u>	<u>Children's Club</u>	<u>Nal och Trad</u>	<u>Building</u>	<u>Scholarship</u>	<u>Totals</u>
\$13,223.42	\$402.04	\$6,332.90	\$4,660.14	\$7,682.12	\$32,255.62

The above totals reflect the crediting of CD interest and the payment of monthly IOOF Hall rent through March. We received the IOOF invoice for our April-September rent after the end of the month so that expense (\$300.00) is not reflected in the totals.

For the good of the order – With our recent Kraftskiva kicking off the “new” party season, it is a good time to share a bit of Aquavit (aka “Akvavit – The Water of Life”) history and recipes courtesy of Mikael and Corky Peterson,

You will find the recipe book posted on Monitor's cookbooks resource page:

<http://www.monitorlodgesacramento.org/ohana/website/?p=10044650>

Njut av!



Newsletter editor: Chuck Johnson

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(L-R) Dan Eriksson, Joyce Willow, Maria Sampanis and Richard Eriksson



(L -R) DeeDee Dahlberg, Eddie Strazdins, Barry Moore, Mark Delle, Stephanie Strazdins and Eva Strazdins

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(L – R) Peggy Carlson, Kelly, Ken Carlson (ready for crayfish) and Tony (in pineapple print shirt)



Foreground table only: Annika Anderson, Margaretha Logus, Lars Ostlund, Birgitta Ostlund and her son Nils Wright.

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Leading the Akvavit toast: Brian Horsfield, Jennifer Hornick, Birgitta Ostlund and Mia (Jennifer's friend)



(L-R) Ed Netzel, Will Hanley and Judy Netzel