# 

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# PRESS RELEASE

**Trend Talks and Stockholm’s Best *Semla* at Formex**

*Visitors to Formex on 14-17 January 2015 can enjoy the smorgasbord of knowledge and inspiration on offer.* *Treats include several food-for-thought talks about everything from cookery and meal trends to economics.* *The choosing of Stockholm’s best semla and celebration of Tulip Day’s 25th anniversary are among other fair highlights.*

**The Professionals Pick Stockholm’s Best *Semla***

Bakeries and patisseries from all over Stockholm are competing for the title of Best *Semla* [a sweet roll traditionally eaten on Shrove Tuesday] at Formex. A celebrity jury will assess the pastry’s design, and the taste and quality of the three components that make up the exquisite whole – the roll, the almond paste and the whipped cream.

“The purpose of the competition is to highlight the skills of talented bakers working with carefully selected ingredients. At the start of the year, the papers are usually full of *semla* comparisons. It’s good fun, but now we want to assess each s*emla* on the basis ofour professional expertise on taste and quality,” explains Magnus Johansson, Chairman of the Stockholm District of the Association of Swedish Bakers and Confectioners, which is organizing the competition.

The Jury consists of Håkan Johansson, baker and World Champion in Baking 2014, Jury Chairperson Elisabeth Johansson, pastry chef and cook book author, Anna K Sjögren, food writer and cook book author and Tom Sjöstedt, Chef of the Year 2008, Lilla Ego restaurant.

*Wednesday 14 January 2015, start 10am, Award Ceremony 2pm, Hall B15:21*

[www.bageri.se](http://www.bageri.se)

**Tulip Day – 25th Anniversary**

No country in the world buys as many tulips per person as Sweden. 150 million tulips are grown here each year. Tulip growing is an art requiring a mix of expertise and intuitive flair. Tulip Day is celebrating its 25th anniversary at Formex 2015. *Thursday 15 January,* *Entrance Hall.*

**Talks**

Visitors can enjoy several free-of-charge talks every day at Formex. The talks last between 30 – 40 minutes and are held on the Main Stage, A33:20

**Jan Rundgren, designer & trend expert**

*Food and Meal Trends*

**Lotta Ahlvar with guests**

*Trends and Lifestyle Spring/Summer 2015 - an Inspirational Talk*

**Mija Kinning, interior designer**

*Color, Form and Interior Design for the Personal Home*

**Sara Linander, Promostyl Scandinavia**

*Trends from an International Perspective*

**Charlie Söderberg**

*A Richer Life with Charlie Söderberg, known from TV show Lyxfällan [Luxury Trap]*

[See the complete Formex Seminar Program](http://www.formex.se/program)

Formex takes place on 14-17 January 2015 at Stockholmsmässan.

To find out more, please visit [www.formex.se](http://www.formex.se) or contact:

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Formex is arranged by Stockholmsmässan and takes place twice a year. The Fair is the Nordic region’s leading meeting place for new products, business opportunities, trends, knowledge and inspiration in interior design. Formex welcomes 850 exhibitors, 23,000 trade visitors and more than 850 media representatives.