

# Snus: A Swedish tradition

Snus can be described as a little piece of Sweden that you can just pop in your mouth. You might not have heard a lot about it if you're not from the northern parts of Europe, but it's a big deal there. So, let's find out why Swedes love [snus](#) so much. We will look into its history, and what makes it so special.



## The origins of snus

Snus traces back to the early 18th century when it was used in a manner similar to dry nasal snuff, once a common sight in the snuff boxes of the British aristocracy. Over time it evolved and transformed into a product consumed by placing it under the upper lip. This change not only differentiated snus from other tobacco products but also embedded it deeply into Swedish consumption habits.

The snus production evolved significantly in the 19th century when it transitioned from a product mainly used by the elite to becoming widely popular among the working class. This shift was largely due to changes in manufacturing processes, making it more accessible and affordable. Production factories began

to appear in larger cities such as Stockholm and Gothenburg, marking a pivotal moment in its commercial distribution.

In the 20th century snus became finely ground, more moist, and was placed in small pouches known in Swedish as “portion snus.” This discreet and convenient innovation was introduced in the 1970s, broadening the public appeal of the product. The most recent innovation is the nicotine pouch. Designed to mimic the usage patterns of traditional snus, they offer a modern twist by eliminating tobacco from the equation.

### Ingredients and varieties

There are many different varieties of snus, each with its unique characteristics. There's the loose stuff, which, although it may remind some of chewing tobacco, is used quite differently. Instead of chewing, it is placed under the upper lip where it is slowly releasing nicotine. Then there's portion snus, the neat pre-packed pouches that offer convenience and cleanliness, and as mentioned, the nicotine pouches, which are tobacco-free and modern.

So, what exactly goes into making snus? At its core, traditional snus (excluding the nicotine pouches) is made from finely ground tobacco mixed with water and a pinch of salt. A touch of sodium carbonate is added to balance the pH levels, ensuring an optimal nicotine delivery that enhances the overall experience.

Then come the flavourings, which truly capture the imagination. Whether you're drawn to the classic citrusy zing of bergamot, the refreshing taste of mint, the sweet allure of licorice, or even a hint of whisky, varied brands offer a diverse palette to satisfy all tastes.

Cheers to tradition and togetherness!

Snus is not just about the tobacco, it's about the camaraderie, the tradition, and even the celebrations that

bring people together. Picture this: a cosy Swedish gathering, friends laughing and stories flying, with a tin of snus making its rounds. It's these moments that really capture the essence of Swedish life. For a better understanding of how different traditions influence cultural practices across the globe, please visit [The Guardian's Culture section](#).

And there we have it, folks! We've spun through the tapestry of Swedish traditions with snus in our narrative thread. Throughout our journey, we've seen how this product isn't just something Swedes consume, but a symbol of culture and heritage, weaving together generations and diverse backgrounds. Here's to snus, and to celebrating the rich array of cultural traditions that make our world so wonderfully diverse!