Sweden's Sweetest Tradition: 10 million Eaten on Cinnamon Bun Day!

Who would have thought that 18 days of the Swedish calendar are dedicated to celebrating specific pastries? Among them, October 4th stands out as perhaps the most fragrant day of the year, as Swedes come together to honour their beloved cinnamon bun. But who came up with this delightful tradition? And just how many cinnamon buns do Swedes actually consume?

Sweden takes pride in celebrating its rich food culture, and October 4th, known as Cinnamon Bun Day or Kanelbullens Dag, is a particularly aromatic occasion. This special day is not just a treat for those with a sweet tooth but a nationwide event where Sweden revels in the warm, spiced sweetness of cinnamon buns. The tradition began in 1999, launched by the Swedish Bakers' Association (Hembakningsrådet) to mark its 40th anniversary. The choice of date was intentional — autumn was picked to avoid overlapping with other popular culinary traditions such as semlor, waffles, meatballs, or surströmming.

10 million Cinnamon Buns Enjoyed on October 4th

Every year on October 4th, an astounding 10 million cinnamon buns are either sold commercially or baked at home across Sweden. The worldwide fascination with this beloved Swedish treat continues to grow, as reflected in the rising number of Google searches for cinnamon buns each year.

Sweet October 4th statistics:
• 7 million cinnamon buns sold commercially
• 3-4 million buns baked at home
• Google searches up by 36% since 2020

The Evolution of Sweden's Beloved Cinnamon Bun

The modern cinnamon bun, a Swedish staple, first emerged around 1920, as post-war rationing of key ingredients like sugar, butter, flour, and spices came to an end. Initially sold in cafés, it wasn't until the early 1950s that home baking of cinnamon buns became popular. Improved economic conditions, cheaper ingredients, and more efficient ovens transformed this once luxurious treat into a beloved classic enjoyed by all.

Today, the cinnamon bun is a cherished symbol of and key element ofSwedish fika culture, enjoyed across the nation. *Fika*, is the cherished coffee break tradition where friends, family, and colleagues pause to enjoy a moment of calm. It's no wonder that more than half of Swedish employers surprise their staff with cinnamon buns on this special day.

Discover Sweden's Capital of Fika: A Journey Through Alingsås' Rich Bakery Tradition

In 1733, the Swedish king granted one of the country's first bakery licences to Anders Sundgren in Alingsås. Despite its modest size, Alingsås was emerging as one of Sweden's key industrial cities at the time. The industrial boom saw more women entering the workforce, leaving little time for home baking, which led to the rise of bakery businesses. Today, Alingsås boasts around twenty cafés, with three recognised in the prestigious White Guide's ranking of Sweden's top cafés.

Explore Alingsås, often referred to as Sweden's Capital of Fika, through aguided fika tour. Running throughout most of the year, and with special Christmas-themed tours during the festive season, these tours offer an immersive experience in Swedish fika culture. Visitors sample iconic Swedish treats, such as cinnamon buns, princess cake, and the traditional seven kinds of cake, at some of the city's oldest and most beloved cafés.

The guided tour provides insights into the sustainable practices of local cafés, the history of fika in the area, and the cultural significance of this cherished Swedish tradition. The tour concludes with fika served in a traditional setting, offering a perfect taste of Alingsås' deep-rooted bakery heritage.

Go on, Create Your Own

There are countless recipes for home bakers, including a special version from Hvita Hjorten restaurant at Läckö Castle, which adds cardamom for an extra twist. Creativity knows no limits in Sweden, with gluten-free, vegan, and even saffron-infused

variations available. You'll even find cinnamon bun-inspired breakfast cereals and shampoos! Though cinnamon bun chains are popping up globally, Sweden remains the undisputed home of the original Kanelbulle. Thankfully, these sweet treats are available year-round in cafes across Sweden.

For a recipe and where to get the best ones in Stockholm and Gothenburg

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