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## **Kungsörnen celebrates Pippi Longstocking's 80th anniversary with an inspiring collaboration**

**In 2025, one of the world's most beloved characters, Pippi Longstocking, celebrates her 80th birthday. To pay tribute to Pippi and all her qualities, Kungsörnen enters a fun and exciting collaboration with The Astrid Lindgren Company and the big anniversary campaign "Do as Pippi".**

The campaign, which runs throughout the year, aims to inspire people to find and embrace their own "Pippi power" – to dare to be brave, independent, kind and generous – just like the beloved girl in Astrid Lindgren's books.

Kungsörnen has a strong foothold in Swedish households and can use its products to help spread Pippi fever in kitchens and at dining tables. The collaboration will include several activities and offers in stores, where Kungsörnen and its products are at the center to inspire the joy of food and baking while celebrating Pippi's energy and joy of life.

"Pippi Longstocking is a symbol of positivity, courage and generosity – values that we at Kungsörnen hold very dear. We look forward to spreading these inspiring qualities and creating joyful moments in kitchens around Sweden," says Ulrika Lapalus, Brand Manager at Kungsörnen.

The anniversary gives Kungsörnen a unique chance to engage its customers in a creative and meaningful way. The campaign will be visible in both physical and digital channels and highlight Pippi's energy and creativity together with Kungsörnen's passion for simple, joyful cooking, baking and sustainability.

"Having a highlighted contributing role in the celebration of Pippi's 80th anniversary is an opportunity that we are incredibly proud of. We look forward to creating memorable and fun experiences for both children and adults in the spirit of Pippi," says Sara Levin, responsible for the activation and collaboration with The Astrid Lindgren Company.

### **For more information, please contact:**

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### **About Kungsörnen**

Founded in 1929, Kungsörnen has been a natural part of Swedish households for over 90 years with a wide range of high-quality flour, pasta and other food products. As part of Lantmännen, Kungsörnen is strongly rooted in Swedish agricultural traditions, sustainable practices and quality permeates within everything we do. Read more and be inspired at [www.kungsornen.se](http://www.kungsornen.se)