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Pippi's Cut spaghetti from Kungsörnen – how smart!

In 2025, one of the world's most beloved characters, Pippi Longstocking, celebrates her 80th birthday. In connection to this, Kungsörnen launches Pippi Klippt spaghetti, a short spaghetti that makes pasta serving easier for both young and old.

Pippi Klippt spaghetti from Kungsörnen is launched in collaboration with Astrid Lindgren Aktiebolag. The spaghetti is cut into smaller pieces, and tastes just as good as regular spaghetti. With a cooking time of only six minutes, Pippi Cut Spaghetti is prepared quickly and is suitable for everyone, children and adults.

Kungsörnen has extensive experience of high-quality pasta and has been a key staple in Swedish kitchens for more than 60 years. With this new addition to the range, Kungsörnen wants to spread the spirit and joy of Pippi Longstocking in the kitchens and at the dining tables, while also helping out in everyday life.

The fact that Swedish families are struggling with the time management in their everyday life is no news. Hence, getting dinner on the table more quickly in order to feed a hungry family can be one of the most important tasks. It is also not always the case that children and adults eat the same dinner. Sometimes the most important thing is to make sure that the children eat at all. And anything that can make the everyday dinner a little more playful is welcomed by struggling parents.

"We have good knowledge of Swedish food culture, especially when it comes to pasta, and therefore a good understanding of what households need. We think that this smart, pre-cut spaghetti with a shorter cooking time will be welcomed by both young and old as dinner will be served faster," says Daniel Löfgren, brand manager for Kungsörnen's pasta.

"When collaborating, we always look for products that the Pippi character has a strong connection to, and the fact that the classic scene from the Pippi Longstocking TV series that portrays Pippi eating spaghetti with scissors, has inspired the introduction of pre-cut spaghetti is incredibly fun," says Ludvig Kullander, Business Developer at Astrid Lindgren Aktiebolag.

Breaking your spaghetti before cooking it is a common practice. In a recent study with more than 1000 Swedish pasta consumers, 39% answer that they break spaghetti into pieces before it goes into the boiling water*.

"With our new product, we are helping out - in true Pippi spirit - by having already cut the spaghetti into smaller pieces. Pippi Longstocking is a symbol of positivity, courage and generosity – values that we at Kungsörnen hold very dear. We look forward to creating joyful moments in kitchens all around Sweden," says Sara Levin, Market Experience Manager at Lantmännen Cerealia.

About Kungsörnen

Founded in 1929, the brand 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 and sustainability and quality permeate everything we do. Read more and get inspired at www.kungsornen.se



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Pippi Klippt spaghetti was launched in calendar week 15 and is currently being rolled out to grocery stores all around Sweden.

For more information, please contact:

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*Consumer survey conducted in February 2025 by Lantmännen Cerealia with 1200 respondents.

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