

going places

+ Malaysia Airlines is now part of oneworld

FEBRUARY 2013

+ ENJOY A SWEET FIKA WHEN IN STOCKHOLM
+ THE BERLIN WALL SPEAKS AFTER 24 YEARS





Dear guests,

Greetings from Malaysia Airlines!

Following a series of historical moments in our carrier's corporate journey, we are pleased to announce Malaysia Airlines' entry into the world's top quality airline grouping this month. As a member of the **oneworld** alliance, Malaysia Airlines will be flying alongside some of the world's best airlines, in addition to being the second airline in the alliance to operate the Airbus A380 after Qantas.

Effective 1 Feb 2013, Malaysia Airlines will offer guests a truly global network of some 800 destinations in more than 150 countries served by **oneworld** member airlines. Our Enrich members can now have their frequent flyer privileges extended to whenever they fly with any **oneworld** member airline. Likewise members of the various **oneworld** airlines' frequent flyer programmes would also be able to earn and redeem awards and add to their tier status points while receiving all other **oneworld** benefits on Malaysia Airlines.

This membership will substantially expand the alliance's network in South East Asia, adding 14 new destinations and one country – Brunei – to the **oneworld** map. More significantly, it will strengthen the alliance's connectivity between many key business cities in Asia and other parts of the world.

In other exciting news, Malaysia Airlines will also be receiving our fifth and sixth A380 super jumbo by end of first quarter 2013. Our four super jumbos are currently operating the double daily KL–London route. The completion of the A380 delivery in 2013 will certainly keep up the momentum of our 5-star quality service delivery across all our

products, especially for **oneworld** customers.

We are immensely proud to be a part of the **oneworld** alliance and we hope that you will benefit from the increased rewards and recognition whilst enjoying more seamless air travel options.

We thank you for choosing Malaysia Airlines and wish you a pleasant journey with us.

Ahmad Jauhari Yahya

Group Chief Executive Officer

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On the cover

Patrons at one of Stockholm's many cafes enjoying the sun and a session of *fika*, a popular culture that involves conversations over coffee and pastries.

Read about this laidback practice in *Sweet Stockholm* (pg 42-48).



PHOTO LOLA AKINMADE ÅKERSTRÖM

Blåbärspaj, or blueberry pie, is a popular *fika* item often served with vanilla cream sauce or ice cream



SWEET STOCKHOLM

Several times a day, Swedes stop for coffee and pastries in a delightful practice known as *fika*.

Text & photos Lola Akinmade Åkerström

A cyclist pedals past a café in Gamla stan



Directory

Barista

Götgatan 67
(Viktoriabiografen)
Opens 7.30am-9.30pm,
Mon-Fri; 10am-
9.30pm, Sat-Sun
Tel +46 7 937 1531
www.barista.cc

Café String

Nytorrgsgatan 38
Tel +46 8 714 8514
Opens 9am-9pm, Mon-
Thu; 9am-7pm, Fri;
10.30am-7pm, Sat-Sun
www.cafestring.com

Café Panorama

Sergels torg 3
(Kulturhuset,
5th Floor)
Opens 11am-8pm,
Tue-Fri; 11am-6pm,
Sat; 11am-5pm, Sun
Tel +46 8 211 035
www.cafepanorama.se

Chokladkoppen

Stortorget 18
Opens 10am-10pm,
Mon-Thu; 10am-11pm,
Sat; 9am-10pm, Sun
Tel +46 8 203 170
www.chokladkoppen.se



According to the Fikarapporten 2012 poll, Swedes spend about 52 minutes on *fika* each day

While Stockholm is often associated with seafood such as herring and salmon, it may come as a surprise that sweets and pastries reign supreme in the Swedish capital. Residents don't think twice about dropping USD5 on a latte in cosmopolitan Stockholm where eating out can often dent the wallet.

Stockholmers love socialising with loyal friends and colleagues, but are still fiercely private and are quick to leave the hustle and bustle of the streets to retreat into cosy, dimly lit intimate cafés. "The café culture here in Stockholm among young people has its roots in tradition, but truly I find that the 20- and 30-something generations have a bit of a 'rouge' approach to work that makes cafés an important meeting place as well," says Kendra Williams-Valentine who runs the Swedish-American culinary site, Americulinariska. Because Stockholm is known for its creativity and strong design culture, Kendra points out that a lot of this creative work is done collaboratively and so keeping social networks alive beyond the Internet is important in a small city. "Sometimes your favourite café is the only place you visit more than once a week," she adds.

Fancy a fika?

According to the International Coffee Organization (ICO), Sweden is one of the top 10 coffee-consuming countries. Swedes drink roughly 10kgs of coffee per capita annually, as estimated by Statistics Sweden. More surprising is the daily frequency at which people seem to drop everything to drink coffee. While the actual act of drinking coffee isn't the core of this long-observed tradition, it's the act of religiously sharing with friends, colleagues, and family in a social situation known as observing *fika*.

Pronounced 'fee-ka', it is widely translated into taking a break (*fikarast*) or pause (*fikapaus*) from work to socialise over cups of coffee, and Stockholm is peppered with small coffeeshops, cafés and bakeries (*konditori*) that sell pastries to quickly cater to hourly *fika* crowds. Similar to taking afternoon tea in Britain with an assortment of scones and sandwiches, observing *fika* is accompanied with a slew of freshly baked goods collectively known as *fikabröd*. Crispy buttery crusts filled with gooey, decadent almond pastes. Sugary tarts topped with marzipan and heavy whipped cream. The quintessential Swedish bun is the *kanelbulle* – a roll usually infused with tons of cinnamon and oftentimes, cardamom. If you find yourself in Stockholm in the run-up to Easter, bakery displays will be filled with oval shaped buns stuffed with almond paste and full whipped cream known as *semlor* – designed to fatten patrons up before observing Lent.

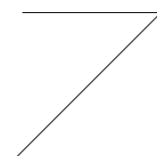
Where to fika

There's no shortage of cafés in Stockholm – from outdoor Parisian style cafés lining narrow sidewalks >> in glitzy Östermalm and the cobble-stoned streets of Gamla stan (old town) to more hole-in-the-wall local favourites in Kungsholmen and beloved *fika* institution Vete-Katten, which opened 1928. David Landes, >>

(Clockwise from top)
The quintessential Swedish bun is the *kanelbulle*, cinnamon roll usually infused with tons of cinnamon and often, cardamom

When the sun is out, Stockholmers are often found outdoors enjoying the city's miles of waterfront

For great value for money, look out for signs that say *Dagens ratt* or *Dagens lunch*, which means 'dish of the day' and usually, deep discounts





a *lattepappor* (young fathers on paternity leave, with their baby strollers) and editor of the Stockholm-based English-language site The Local, has a favourite spot. "I really like the views over Sergels torg and Drottninggatan from Café Panorama at Kulturhuset," he says. David has spent many afternoons with his son at the children's library on the centre's fourth floor. "Afterwards, we go up to Café Panorama on the fifth floor for pancakes with lingonberry jam and cream," he adds.

Some of the trendier, offbeat coffeehouses can be found on the island of Södermalm (Söder), the city's heartbeat in terms of diversity, vintage shopping, artsy cafés, ethnic cuisine and bohemian flare. "Taking time to go have a coffee can be a great way to put yourself in a social environment," says Kendra. "Not to mention, it's a way to 'see and be seen' on Söder."

Popping out of Medborgarplatsen subway station on Söder, you'll find yourself at the crossing of Götgatan and Folkungagatan – one of the busiest intersections in Stockholm. The large navy blue sign with Wayne's Coffee written in white uppercase characters will immediately catch your eye. While visitors to Stockholm might compare Wayne's – which was founded in 1994 and has more than 90 cafes in Sweden – to Starbucks, any comparisons are often viewed as borderline blasphemous by locals who fiercely hold on to their local brew and pride themselves in home-grown brands.

Swinging southwards along Götgatan will take you to indie theatre Viktoria. There, you'll find Barista, a small café where you can drink 100% fair trade coffee from Ethiopia, Mexico, or Guatemala while enjoying grilled hot Panini sandwiches. Continue down Götgatan to an old classic, Gunnarsons, which was founded in

1946 and where head pastry chef Soren Resare whips out decadent berry cakes, chocolate pralines, and a variety of *fikabröd*. Venture deeper into Södermalm's version of New York's So-Ho district – the area south of Folkungagatan called So-Fo where you will find Café String, a popular watering hole with scrumptious sandwiches, pancakes served with lingonberry and cream, tasty *fikabröd*, and various types of coffee and tea. While at Café String, if you fancy the chair you're sitting on, you can walk right out with it (paid for, of course); just one offbeat quality of this eclectic café. "Sometime during the 1990s, small 'trendy' cafes like Café String started showing up all over town," recalls Evelina Roos, an actress and entertainer with her finger on Stockholm's cultural pulse. "The trend of drinking not just regular coffee but lattes started, along with stylish interior décor and hip *fika* menus that appeal to a younger crowd."

Drink to heritage

Head northwards along Götgatan and you'll walk past Medborgarplatsen (Citizen Square), a central and iconic square prime for catching a cross-section of Stockholm's diverse residents. Götgatan itself, which translates to Goth Street, has been around in one fashion or another since the 12th century and its blend of old historic buildings in pastel, burnt sienna, and dark orange colours juxtaposed against a sea of modern hip pedestrians is a testament to Stockholm's lifestyle as a whole. The city has been able to grow and expand with modern times by converting, repurposing, and weaving itself around old architecture.

Ironically, a lesser-known American coffee house brand has snuck onto Götgatan and is quite popular among locals. At the intersection of Götgatan and Högbergsgatan, Tully's Coffee displays a large blackboard with over 30 flavours of milkshakes scribbled in white chalk. Built for people-watching, Tully's large windows with bar stools facing outwards let you watch the crowd walking down Götgatan as you sip coffee.

Heading further along Götgatan as it begins its scenic dip downhill towards Gamla stan is where you'll find arguably the most popular café along that pedestrian stretch. Muggen's instantly recognisable black awnings invite you into a dimly-lit 70s style interior mixed with contemporary décor, caramel-coloured leather sofas, and chandeliers. On its menu are fair trade and directly sourced coffee and organic teas paired with a variety of sugary pastries, healthy salads, smoothies and sandwiches. >>

historic buildings juxtaposed against a sea of modern hip pedestrians

(clockwise from top left)

The Rosendals Trädgård Kafe & Bageri is set within greenhouses on the lush island of Djurgården

Cobblestone streets and outdoor cafés line Gamla stan, Stockholm's old town

A waiter at Kulturhuset, located in Sergels torg, offering fresh bread for tasting

Gunnarsons Specialkonditori

Götgatan 92
Tel +46 8 641 9111
Opens 7am-9pm, Mon-Thu;
7am-8pm, Fri; 7.30am-6pm, Sat; 10am-6pm, Sun
www.gunnarsons.se

Kaffekoppen

Stortorget 20
Opens 9am-10pm, Mon-Thu; 9am-11pm, Fri; 8am-11pm, Sat; 8am-10pm, Sun
Tel +46 8 203 170
www.cafekaffekoppen.se

Muggen

Götgatan 24
Opens 8am-11pm, Mon-Fri; 10am-10pm, Sat-Sun
Tel +46 8 641 1415
www.muggen.se

Tully's Coffee

Götgatan 42
Opens 8am-10pm, Mon-Fri; 8am-8pm, Sat-Sun
Tel +46 8 556 014 56
www.tullys.com

Vete-Katten

Kungsgatan 55
Opens 7.30am-7.30pm, Mon-Fri; 9.30am-5pm, Sat; 12pm-5pm, Sun
Tel +46 8 208 405
www.vetekatten.com

Wayne's Coffee (numerous locations)

Götgatan 58
Tel +46 8 644 7120
Opens 8am-10pm, Mon-Fri; 10am-7pm, Sat-Sun
www.waynescoffee.com





Stockholmers enjoying coffee at the popular Mellqvist Kaffebar, made famous by author Stieg Larsson who frequented the café while writing *Girl with the Dragon Tattoo*

a tradition that celebrates relationships over cups of coffee and pastries

While Stortorget right in the heart of Gamla stan may be the most visited square in town, that notoriety doesn't stop locals from ducking into Chokladkoppen to enjoy large bowls of piping hot chocolate while sitting

in forward-facing wicker chairs for watching people milling around the square. "Right next to Chokladkoppen is what I call the 'Dungeon' café," jokes David, referring to metal spiral staircases that take you down to the dark candlelit cellars of Kaffe Koppen with old wooden furnishings and brass chandeliers. "I often take my family there every time they visit from the USA and it's become our 'thing' – to get massive cinnamon buns and *kladdkakor* (chocolate brownies)." The Dutch-style gabled rowhouses, now home to both cafés, were built in the mid 1600s and restored in 1905 with touches of medieval décor and masonry throughout the buildings

adding to their ambience and a testament to the city's rich deep-seated history. Part of that is the tradition that celebrates relationships over cups of coffee and pastries several times daily. ■



Malaysia Airlines flies the A380 from Kuala Lumpur (KUL) to London (LHR) twice daily and from there, we have codeshare flights with KLM to Stockholm (ARN). **oneworld** partner airline British Airways flies from LHR to ARN.