

Overhead snow fell silently from a majestic sky, a light breeze ruffled the branches of the pine trees and somewhere in the vicinity a lone reindeer probably foraged for food.

All for nothing, because beneath blankets and layers of clothing Jenny Franzén – at the time two years old – was snug and warm and totally oblivious of the spectacle of the surrounding countryside. As her parents kept on cross country skiing she leaned further back and continued to enjoy the gentle rocking of the pulled sledge and the music emanating from the portable tape recorder next to her.

Music made by The Hollies and The Searchers.

There, in the middle of the Swedish winter, the first seeds of what later would become Strawberry Fair were sown.

Perfect pop doesn't just happen. It's the result of a lifelong passion/obsession with melody and sound, it stems from the brain and the heart of the purveyor and it's moulded into shape by love, heartbreak, friendship and everyday surroundings. Escapism in cahoots with identification and you can sing it in the shower if you like.

Jenny Franzén – Strawberry Fair – knows perfect pop. Believe me. You should be around her when she's playing the records that she loves, it's a wonderful experience. Not only do you get the complete biography of everyone involved in creating said disc, you get a feeling of excitement and you lose yourself in the now. You learn, you become a better person, you go out and purchase Brill Building-, Motown-, ye-ye- and girl group-CDs by the bucket load.

But that is, of course, not all – Jenny also knows how to create perfect pop. You, dear listener, have realized this by now.

So treasure this EP.

And if you've got a small child, let her or him listen to it. Let everything start all over again..

- Johan