

PRESS RELEASE

Smag På Dig Selv

This Is Why We Lost

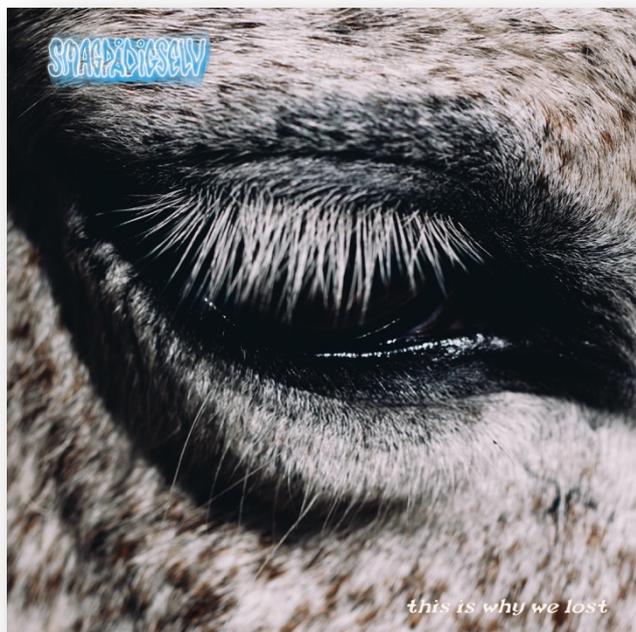
- Release on LP, CD and in digital distribution.

Smag På Dig Selv release their second studio album *This Is Why We Lost* on March 6, 2026 via Stunt Records. The album is produced by the hyped hitmaker TMI Tammi and marks a clear next step for the Copenhagen-based trio, who since 2018 have stood out with an uncompromising and genre-defying approach to music.

Where the debut album SPDS was characterised by high energy, self-irony and a constant sense of surplus, *This Is Why We Lost* presents a more focused and consistent expression. Musically, saxophones and drums remain the foundation, but the album places greater emphasis on progression, melody and atmosphere. Several tracks move in a space between trance, club music and a more narrative, melodic expression, where energy is not only driven by tempo and intensity, but also by build-up and repetition.

The album was recorded in two clearly distinct periods. The first part was created during a more outward-looking and energetic phase, while the latter part was recorded later in the year, when summer had turned into autumn and the band came straight from the final concerts of the season. The track *"Like A Word I Never Knew"* represents the more serious and restrained side of the recordings and at the same time points to the album's overall ambition: to write music that can function in a club or trance context while also carrying a clear melodic and narrative progression.

On *This Is Why We Lost*, Smag På Dig Selv make room for more voices and references than before. The album includes contributions from, among others, vibraphonist Viktoria Søndergaard, a Palestinian folk song sung by Luna Ersahin, and the band members' mothers, who together make up the punk band Pas På Dig Selv.

**STULP 26011****STUCD 26012**

In addition, the album draws inspiration from minimalist music, including a deliberate nod to composer Kali Malone. What these elements share is an exploration of how different traditions, voices and expressions can coexist within the band's fixed format.

The band themselves have described the album as an expression of a movement from youth towards something more mature: *"If we were 14 years old on our last album, we are around 18 now."* This development is reflected in a greater seriousness in titles, compositions and musical choices. Irony plays a smaller role, and curiosity has become more focused and consistent.

In recent years, Smag På Dig Selv have established themselves as one of Denmark's most distinctive live bands and were honoured in 2024 with a Danish Music Award for New Danish Live Act of the Year. They have performed at festivals such as SXSW, Eurosonic and The Great Escape, as well as Roskilde Festival, where they played to more than 11,000 people, and have sold out Store Vega twice. The band has also toured extensively across Europe, the United States and Brazil. With *This Is Why We Lost*, the trio bring these experiences together in an album that retains the band's characteristic energy while pointing forward with a more focused and open expression.

LIKE A WORD I NEVER KNEW / LET'S GO! / INTERLUDE / VIK'S RAWCORE / YA TAL3EEN / THIS IS WHY WE LOST / FITNESS BRO / JEG VED IKKE HVAD JEG SIGER / HITS FOR KIDS VOL. 3000 / OUR MOTHERS MADE A PUNK BAND

Oliver Lauridsen (tenor saxophone), Thorbjørn Øllgaard (baritone saxophone, bass saxophone, vocal), Albert Holberg (drums), Guests: Viktoria Søndergaard (vibraphone), Luna Ersahin (vocal) & PPDS (Pas På Dig Selv)

CD: STUCD 26012, LP: STULP 26011 Smag På Dig Selv, *This Is Why We Lost*, Stunt Records, Sundance Music ApS.



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