

# Jan PETER Fredrik Wennström – Another Branch of the Wennström Family in Sweden

by Burks Oakley II  
18 August 2018

## Introduction

My mother's paternal grandmother (*farmor* in Swedish) was Bernhardine Wennström (1855-1932). She immigrated to America with her husband Paulus Brorström in 1882.

I have been searching for Wennström relatives in America and in Sweden. I have been helped in this process by my Swedish cousin Lena Kannesten (nee Wennström). On 10 January 2018, she sent me the following scan via e-mail:

Here are some relatives to us. Magnus, Nils and Andreas were siblings.

Magnus 1809-1898	Nils 1815-1914	Andreas 1833-1924
Nils	Bernhardine	Gottfrid
Alfred ,	Paul Thure	Ragnar
Torsten, Gunnar	Grace	Ingemar, <b>Barbro</b>
Görel, <b>Tomas</b>	<b>Burks</b>	<b>Peter, Cecilia</b>
Wilhelm		
Magnus, Daniel		
<b>Björn</b> , Lena, Hans-Fredrik		

The persons with bold writing style are now living persons.

Bengt Gunnar **Tomas Wennström** born 19391105, Trädgårdsgatan 2 B lgh 1101, 264 38 Klippan. He knows who I am but we have not met.

**Björn** Erik Wilhelm **Wennström** born 19350127, Vittnesgränd 55, 226 47 Lund. Björn is my cousin. His father and my father were brothers. He knows me.

**Hans-Fredrik** Vilhelm **Wennström** born 19430817, Snögatan 8 B, 802 76 Gävle. He is my brother.

**Barbro** Gunhild Christina **Blomberg** (b. Wennström) born 19450116, Flaggskjeppsgatan 14 lgh 1102, 211 14 Malmö. She knows who I am. Last year she wrote a book about her grandfather, Gottfrid, and his family, "Långtans vals".

Jan **Peter** Fredrik **Wennström** born 19570831, Galoppvägen 200, 244 95 Dösjebro. I don't think he knows who I am.

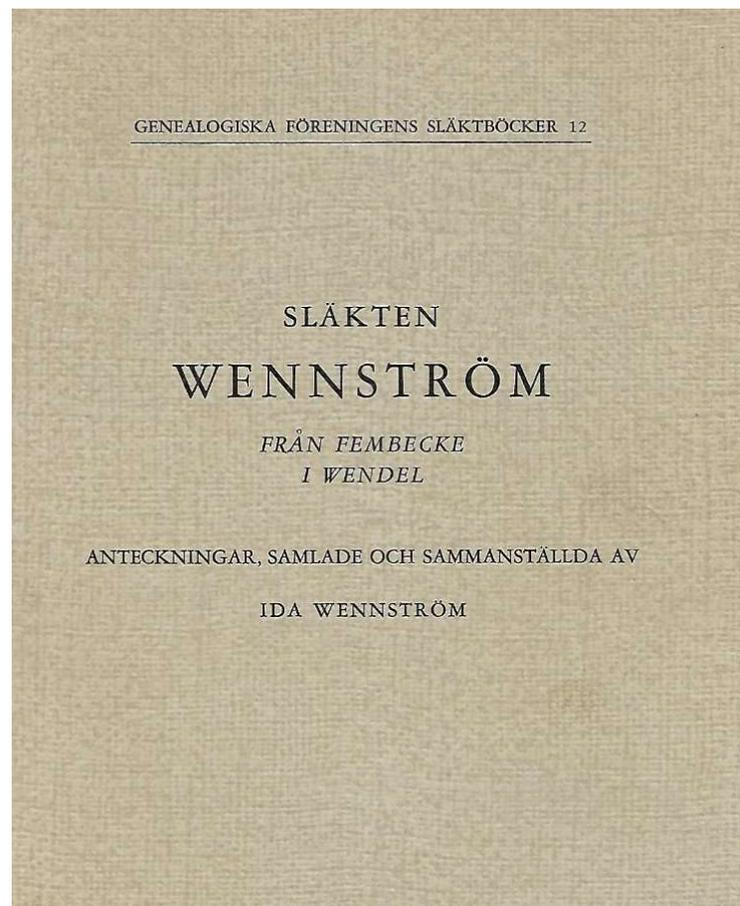
Helena **Cecilia** Maria **Liljedahl** (b. Wennström) born 19610305, Himmelriksgränden 2 lgh 1301, 252 23 Helsingborg. My husband, Lars, met her several times at work and I met her a few times with him. I later discovered that we are related, but I do not think she knows.

Nils Wennström, 1815-1914, had nine children who lived in adulthood. Three daughters and four sons emigrated to USA. The daughter Gunilla, **Cecilia**, 1843 - 1929, married to Ernst Gustaf Detlof **Alfred** Bexell, 1831 - 1900. The "big house" was built for their wedding. I think you can find information about the Family Bexell at Ancestry.

This document shows a number of my Wennström cousins living in Sweden. I am slowly working my way through this list. Barbro Wennström Blomberg appears in the right-hand column of the scan on the previous page; I met her when I was in Malmö in May 2018. Barbro mentioned her nephew Peter Wennström; he is her brother's son and appears in the row below her in the scan. This short narrative is about Peter.

### ***Jan Peter\* Fredrik Wennström***

I have been aided in my research about the Wennström family in Sweden by a book entitled ***Släkten Wennström*** (The Family Wennström), which was written by Ida Wennström and published in 1965. I was given a copy of this book by my cousin Lena Kannesten (nee Wennström). Here is a scan of the cover:



Jan Peter\* Fredrik Wennström appears in this book at the end of Table 46 on page 54. He was born on 31 August 1957 in Gothenburg:

Tabell 45.

*Axel Evald Ragnar* (son av Carl Gottfrid, tab. 44), f. 1898 22/7 i Veinge sn. Innehafte egendomen Torna, Värö sn, 1921—26, därefter försäljningschef i maskinfirma i Göteborg samt innehavare av Firma R. Wennström, Import och Export, etabl. 1926 (Rosensköldsgatan 3, Göteborg).

G. 1928 8/9 i Göteborg S:t Pauli förs. (Gamlestads kyrkobokföringsdistrikt) m. *Dagmar Maria Johansson*, f. 1906 19/8 i Göteborg Carl Johans förs., dotter av trävarugrossisten David Albert Johansson och *Gunhild Amalia Maria Palm* (se Elgenstierna, Svenska släktkalendern 1914, sid. 620). Vistats i Spanien under två år för studier. Anställd på Spanska konsulatet, Göteborg, från 1925, under tio år; på Chiles Generalkonsulat under sammanlagt elva år; tjänstgjort sju år på Venezuelas Generalkonsulat, därav två år som tillförordnad generalkonsul. Tidvis vikarierat på Perus, Uruguays och Cubas konsulat, tillsammans något mer än ett år. Tillförordnad generalkonsul för Chile från den 1 mars 1960 till den 10 mars 1961, ordinarie konsul för Chile samt chef för det Chilenska Generalkonsulatet i Sverige från den 10 mars 1961. Sedan den 2 juni 1936 ordinarie Translator Publicus i spanska språket (vilket innebär att vara tolk vid Rätten, förhör m.m., samt att bestyrka juridiska handlingar, översätta till eller från spanska).

Barn:

*Albert Fredrik Ingemar*, f. 1929, arkitekt. Se tab. 46.

*Barbro Gunhild Christina*, f. 1945 16/1 i Göteborg, Johannebergs förs.

Tabell 46.

*Albert Fredrik Ingemar* (son av Axel Evald Ragnar, tab. 45), f. 1929 14/6 i Göteborg Kristine församl. Studentexamen vid

Hvitfeldtska läroverket, Göteborg, 1947. Arkitektexamen vid Chalmers Tekniska Högskola, Göteborg, 1956. Har medarbetat hos arkitekt Johannes Olivegren i Göteborg, driver sedan 1958 eget arkitektkontor i Mölndal, från 1961 knuten till Småhusbyrå A.B. i Malmö, stadsarkitekt i Landvetter och Horred k:er. Har varit redaktör för Arkitektguide över Göteborg. (Bågskyttegatan 3 C, Mölndal).

G. 1956 9/6 i S:t Lars kapell, Åsa (anteckn. i Örgryte vigselb.) m. kontoristen *Ingegerd Gun-Britt Olsson*, f. 1934 4/1 i Göteborg, Örgryte förs., dotter av förmannen John Idor Oskar Olsson, Rosenhill 3, Örgryte, och *Vera Mattea Blomberg*.

Barn:

*Jan Peter Fredrik*, f. 1957 31/8 i Göteborg, Johannebergs förs.

*Helena Cecilia Maria*, f. 1961 5/3 i Göteborg, Johannebergs förs.

The *Släkten Wennström* book was published in 1965, so Peter would have been 8 years old at that time.

Table 46 also shows that Peter's father was Albert Fredrik Ingemar\* Wennström, born on 14 June 1929.

Using the information in *Släkten Wennström*, I can trace Peter's entire Wennström line going back from Ingemar:

- Ingemar's father was Axel Evald Ragnar\* Wennström, born on 22 July 1898.
- Ragnar's father was Carl Gottfrid\* Wennström, born on 27 March 1862.
- Gottfrid's father Andreas Wennström, born on 1 April 1833.
- Andreas' father was Jan Peter\* Wennström, born on 20 August 1778.

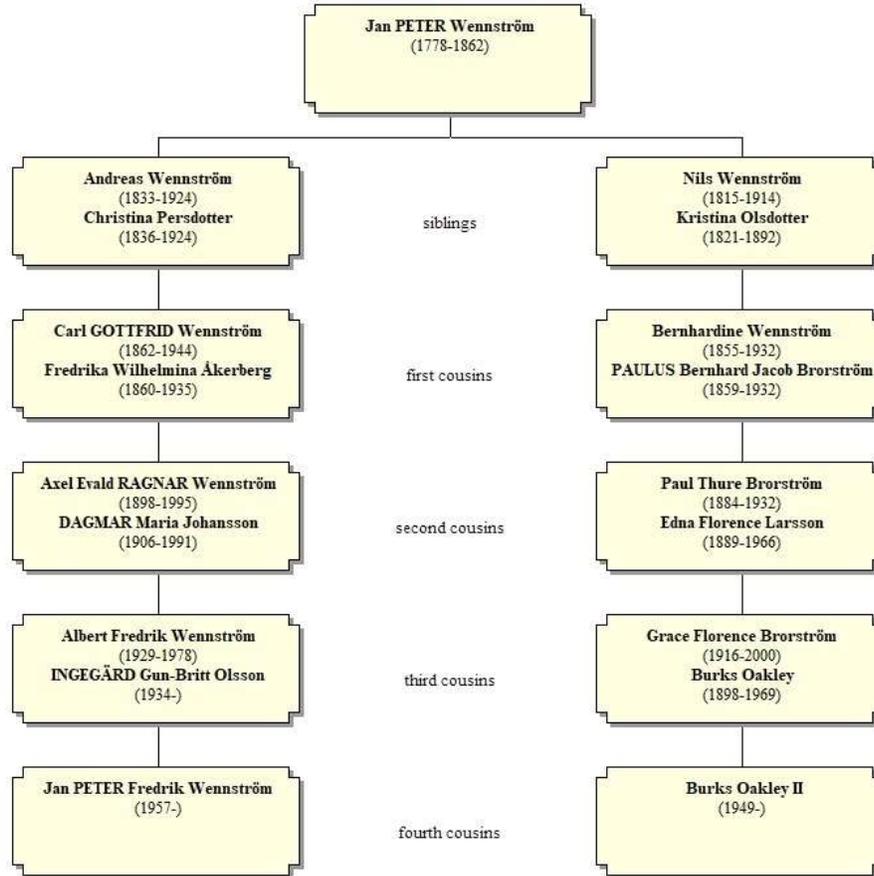
Jan Peter\* Wennström was my 3<sup>rd</sup>-great-grandfather. Recall from other narratives about the Wennström family that Jan Peter\* had two wives; he had six

children with his first wife, and seven children with his second wife. The following diagram is from Lena's family tree on Ancestry.com:



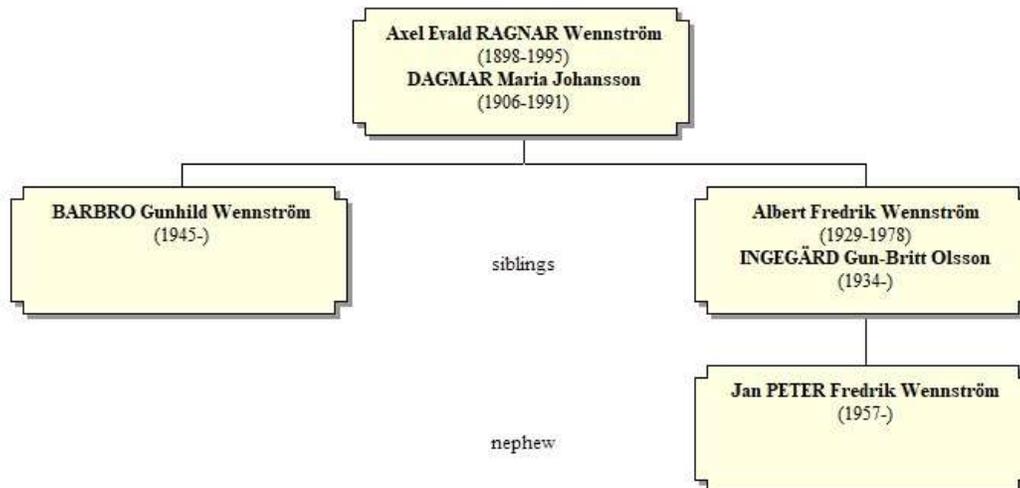
I am descended from Nils Wennström (born 1815), while Peter Wennström is descended from his younger half-brother Andreas Wennström (born 1833).

Here is a chart showing how Peter Wennström and I are related.

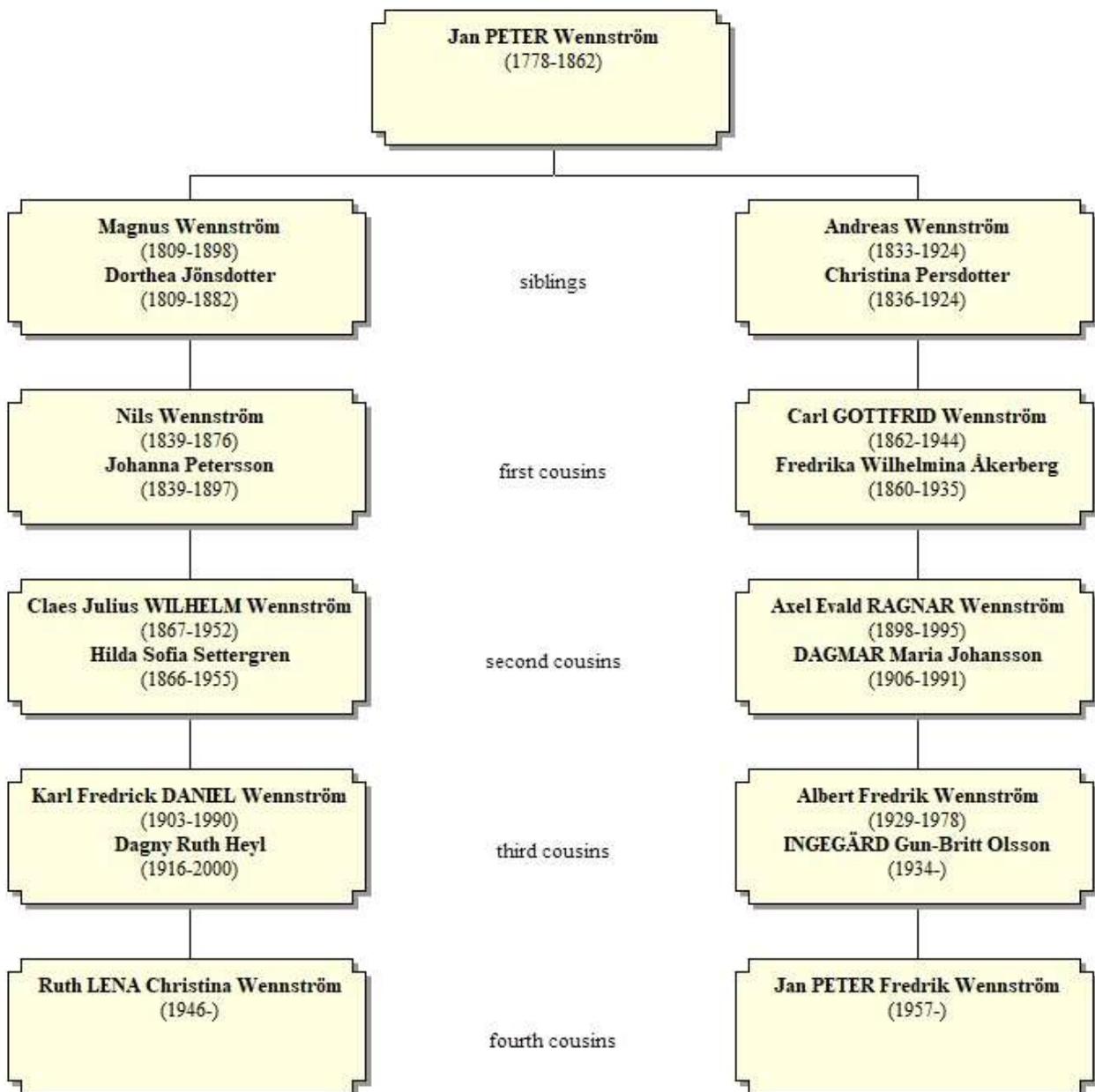


Peter and I are fourth-cousins.

Earlier, I mentioned that Peter is a nephew of Barbro Blomberg (nee Wennström) – here is a chart showing this relationship:

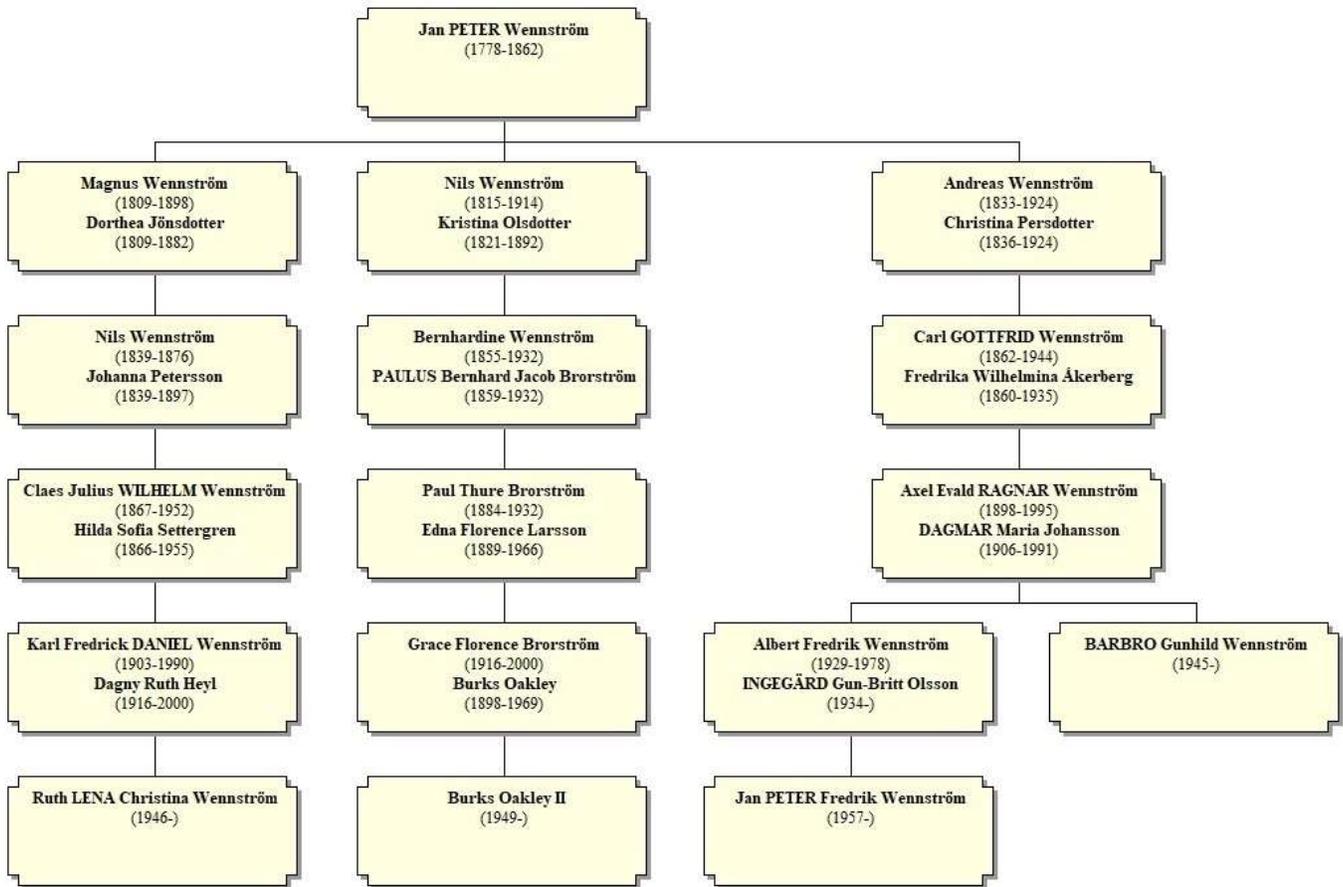


I also mentioned that Lena Kannesten is a Wennström, and the following chart shows how she and Peter are related:



Lena is descended from Jan Peter\* through his son Magnus, while Peter is descended from Jan Peter\* through his son Andreas.

I can put all this together to show the three separate family lines going back to Jan Peter\*:



Lena is descended from Magus, Burks is descended from Nils, and Peter and Barbro are descended from Andreas. Of course, this is exactly what Lena had in the scan that she sent me in January 2018. And all of the Wennströms in this chart appear in the *Släkten Wennström* book from 1965.

### ***What I Know about Peter Wennström***

Through various web searches (Facebook, ratsit.se, hitta.se, eniro.se, Google), I learned that Peter grew up in Gothenburg, and he graduated from Lund University. He has a wife, Louise\* Gabriella Alvmark Wennström, and they live in Dösjebro, Skåne County, Sweden. Dösjebro is located about ten miles southeast of Landskrona, a city that I visited with my cousin Lena Kannesten (nee Wennström) and her husband Lars in May 2018.

Peter was the founder of The Healthy Marketing Team, which is a consulting group aimed at companies in the fields of nutrition, health and wellness.



Here is his short bio from the [HMT](#) website:

A bio card for Peter Wennström with an orange border. It includes a circular profile picture of Peter, a LinkedIn icon, and two paragraphs of text.

**PETER WENNSTRÖM - FOUNDER & SENIOR CONSULTANT**

Peter is the founder and lead consultant at HMT. With over 25 years of experience in international brand management and consultancy in nutrition, health and wellness, he set up HMT in 2007 with the mission to bring healthier brands and healthier business to its customers in the global nutrition industry.

Peter is regarded as one of the world's leading experts in food and health marketing. He has authored several books and industry guides on the subject, including the latest FourFactors® for Growth Market Success book with the combined experiences of HMT's senior consultants.

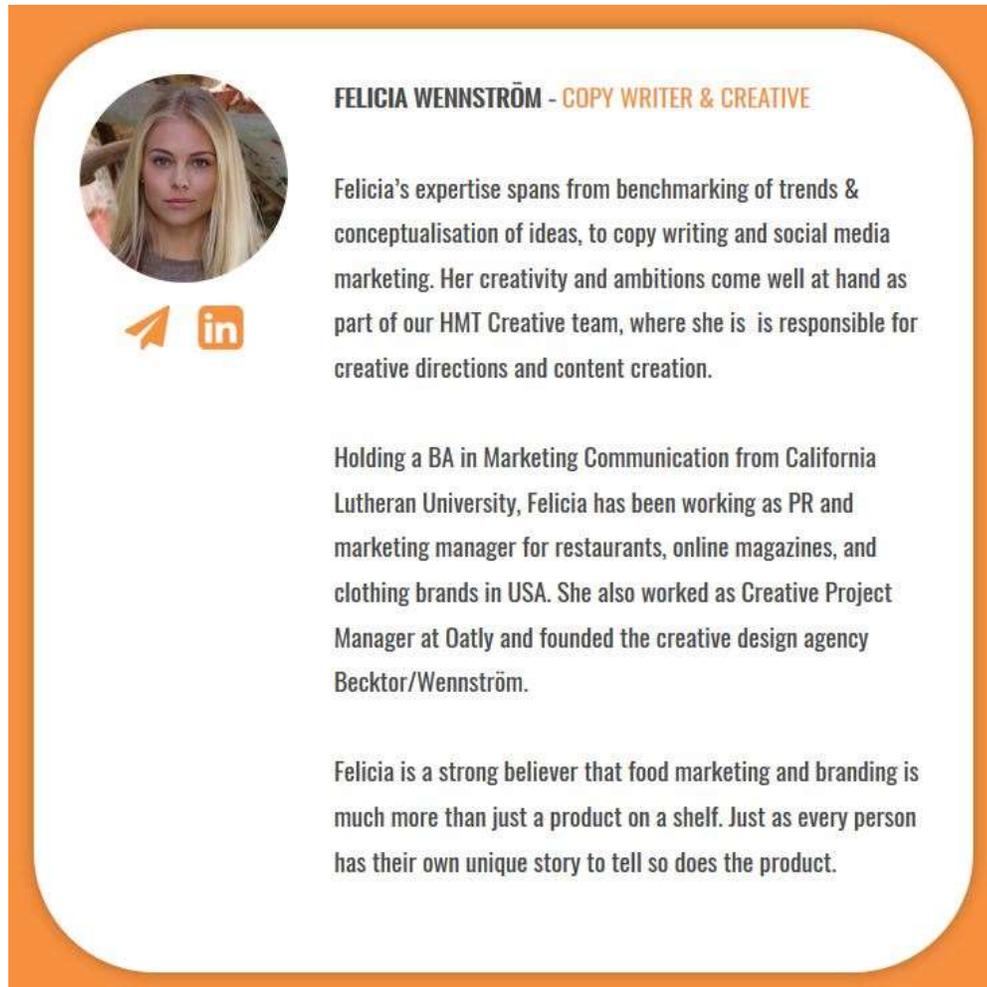
A short video of Peter talking about his work is linked from the [HMT](#) website:



<https://vimeo.com/217450707>

It appears that Peter and his wife Louise have two daughters, Felicia Frederica Wennström (age 26) and Wendela Louise Wennström (age 22).

Felicia has followed in her father's footsteps in marketing:



**FELICIA WENNSTRÖM - COPY WRITER & CREATIVE**

Felicia's expertise spans from benchmarking of trends & conceptualisation of ideas, to copy writing and social media marketing. Her creativity and ambitions come well at hand as part of our HMT Creative team, where she is responsible for creative directions and content creation.

Holding a BA in Marketing Communication from California Lutheran University, Felicia has been working as PR and marketing manager for restaurants, online magazines, and clothing brands in USA. She also worked as Creative Project Manager at Oatly and founded the creative design agency Becktor/Wennström.

Felicia is a strong believer that food marketing and branding is much more than just a product on a shelf. Just as every person has their own unique story to tell so does the product.

Wendela is working on a Bachelor of Science in Business and Economics at Lund University. She works at [Studentafton](#), a non-profit in Lund that is Scandinavia's oldest independent forum for speech and debate.



Wendela in Skåneland; photo from Facebook

I hope to be able to meet cousin Peter and his family the next time I visit Sweden. I should add that I have yet to meet a male relative in Sweden still having the Wennström surname, so Peter would be a first.





## Appendix – Wennström's Four Factors of Success

As I searched for information about Peter on the web, I kept finding information about his **Four Factors of Success** approach. I learned that he wrote a book about this, and this book is sold on the Amazon.com website. The full title is **Wennström's Four Factors of Success: A Simple Tool to Innovate Healthy Brands**:



The screenshot shows the Amazon.com product page for the book "Wennström's Four Factors of Success: A Simple Tool to Innovate Healthy Brands" by Peter Wennström. The page includes the Amazon logo, navigation links, and product details. The book is priced at \$140.02 for the paperback edition. The page also features a "Buy Now" button and a "See all formats and editions" link.

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Paperback – June 30, 2009

by Peter Wennstrom (Author)

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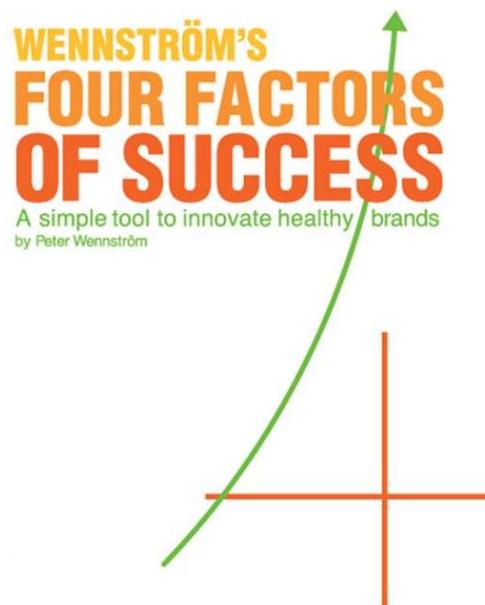
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Peter is on Twitter using the handle @FourFactors:



**HealthyMarketingTeam**  
@FourFactors

Consumer and brand driven innovation in Nutrition, Health and Wellness. We work with global companies to deliver better targeted innovations, faster to market.

📍 London, Singapore, Lund

🌐 [healthymarketingteam.com](http://healthymarketingteam.com)

📅 Joined May 2011

[It appears that he has branch offices in London, Singapore, and Lund.]

**Tweets**   **Tweets & replies**   **Media**

 **HealthyMarketingTeam** @FourFactors · Aug 8

First stop Finland. Once a pioneer in functional foods with Raisio and Valio as first movers. But how to manage a rapidly changing market? How to find export opportunities? How to take a local lead?

 **Peter Wennstrom on LinkedIn: "First stop Finland. ...**  
August 8, 2018: Peter Wennstrom posted images on LinkedIn  
[linkedin.com](http://linkedin.com)

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7:37 AM - 8 Aug 2018



I've got to get one of these T-shirts!