

DANISH CONFECTIONERY

LAKRIDS^{BY} BÜLOW



REDUCED - REUSED - RECYCLED

Our focus is to ensure a sustainable future, and we are continuously working on how we can optimize our processes to become even more sustainable.

lakridsbybulow.com/sustainability

THE GIFT SOLUTIONS

Our gift solutions are made from 70% recycled cardboard. The cover is made from 100% recycled plastic.

THE JAR

Our jar is made from 100% recycled plastic. The lid is made from virgin plastic, but we are working on finding a more sustainable solution for this part of the packaging.

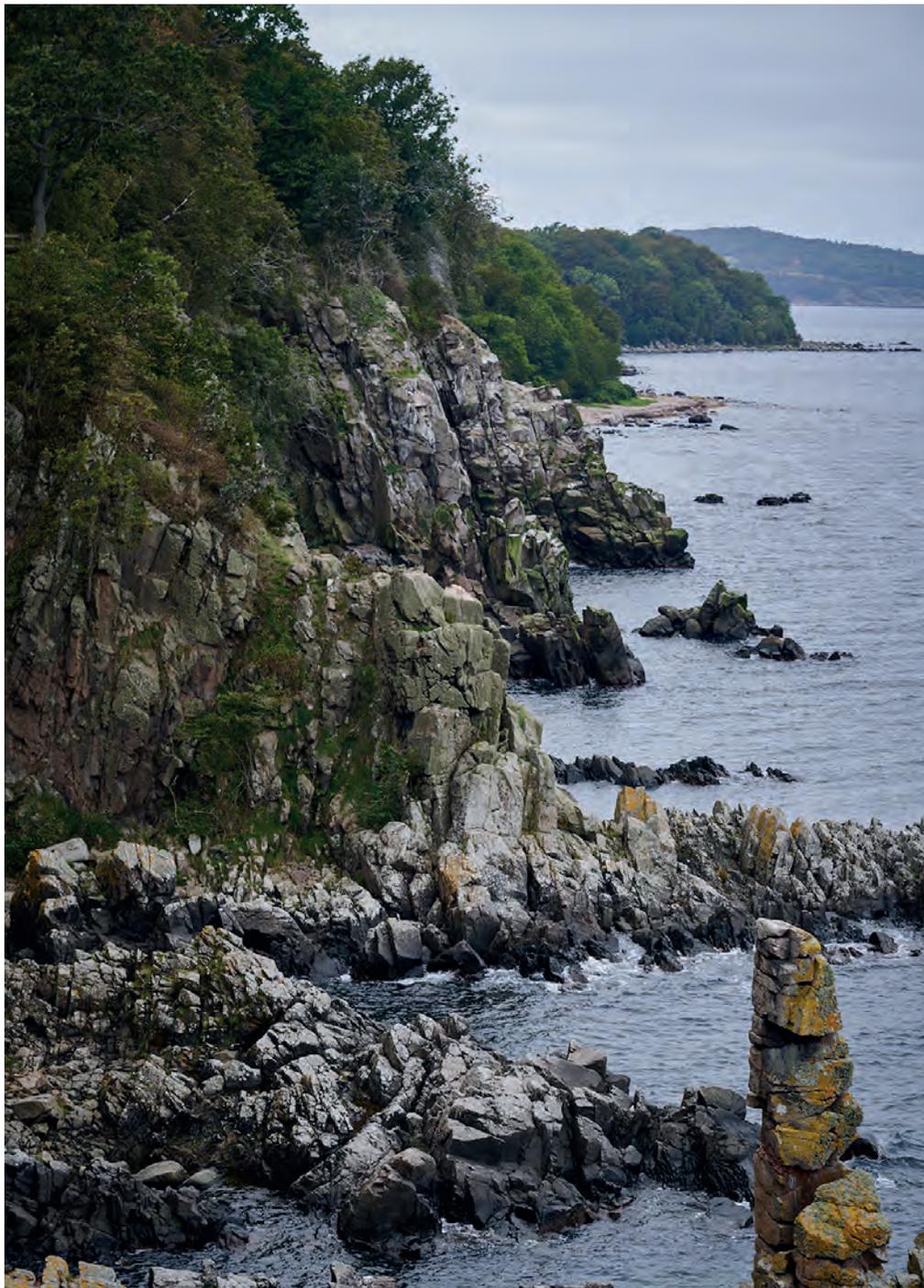


CHOCOLATE COATED LIQUORICE



THE ORIGINAL

LAKRIDS A was the first product developed when Johan Bülow had the original idea to coat liquorice with chocolate. People were at first skeptical about the idea, but the popular product A soon saw the light of day. The combination of sweet liquorice, exclusive milk chocolate and fine liquorice powder, is according to many instantly addictive.



PASSION FRUIT

Sweet liquorice coated in exclusive white chocolate and persuasive passion fruit. The acidity of the passion fruit, the sweetness of the chocolate and the ability of the liquorice to unite these flavours gives a perfect bite. Sweet, sour and supreme - enclosed by a delicate, crunchy sugar shell.



COFFEE KIENI

For a connoisseur, good coffee tends to be part of everyday life. LAKRIDS C is a sweet liquorice coated in a blend of smooth milk chocolate and Coffee Collective's coffee beans from the small community 'Kieni', located in the heart of Kenya. The roasting profiles are carefully selected for the development of LAKRIDS C because of its fruity and floral notes. To ensure the unique product quality we receive the freshly roasted coffee at our factory just prior to the liquorice production - a good source of coffee all day long.



SALT & CAMEL

We should warn you, it is almost impossible to resist this winning combination of salted caramel and sweet liquorice. LAKRIDS D is a sweet liquorice covered in dulce chocolate - flavoured with crunchy flakes of sea salt. Feisty and gentle at the same time. You simply can't have just one.



SALMIAK

A daring pairing of white chocolate and a salty liquorice core. As the creamy white chocolate melts in your mouth, small pockets of intriguing raw liquorice powder are revealed, making it a perfectly balanced sweet-salty experience.



DARK & SEA SALT

The ultimate pairing of soft sweet liquorice, smooth dark chocolate and small sea salt flakes meet in this new instant favourite - F.





THE ORIGINAL

PASSION FRUIT

COFFEE KIENI

SALT & CARAMEL

SALMIAK

DARK & SEA SALT



THE ORIGINAL



**PASSION
FRUIT**



COFFEE KIENI



**SALT &
CARAMEL**



SALMIAK



**DARK &
SEA SALT**

LIQUORICE



SWEET LIQUORICE

This is the pure essence of liquorice, with the natural sweetness from the liquorice root. Sweet taste balanced with strength and a touch of finesse from pure aniseed. To many, No.1 is not just their number one, it's their one and only.



SALTY LIQUORICE

When your lips close around a bite of this strong, salty liquorice, the potent Nordic taste explodes on your tongue, bringing up associations of the sea, tar, bonfire smoke and the scent of resin.

No.2 is the absolute favourite in the Nordic countries.



RED LIQUORICE

It has taken us more than 5 years to create Johan Bülow's variation of American liquorice. Red liquorice – soft and chewy with natural fruit and juice. An exquisite taste of blackcurrant, cranberry, lemon and strawberry, balanced with liquorice.





HABANERO LIQUORICE

Liquorice combined with fresh chili is a good example of how two natural forces can create a new taste sensation. Sweet liquorice with spicy Habanero chili – prepare for a hot yet harmonious bite.



SWEET

SALTY

RED

HABANERO

GIFT SOLUTIONS



BLACK BOX

LAKRIDS BY BÜLOW is all about the joy of sharing and giving. For any season and any occasion, our Danish confectionery made with love in Copenhagen is the perfect gift when you really want to put a smile on someone's face.



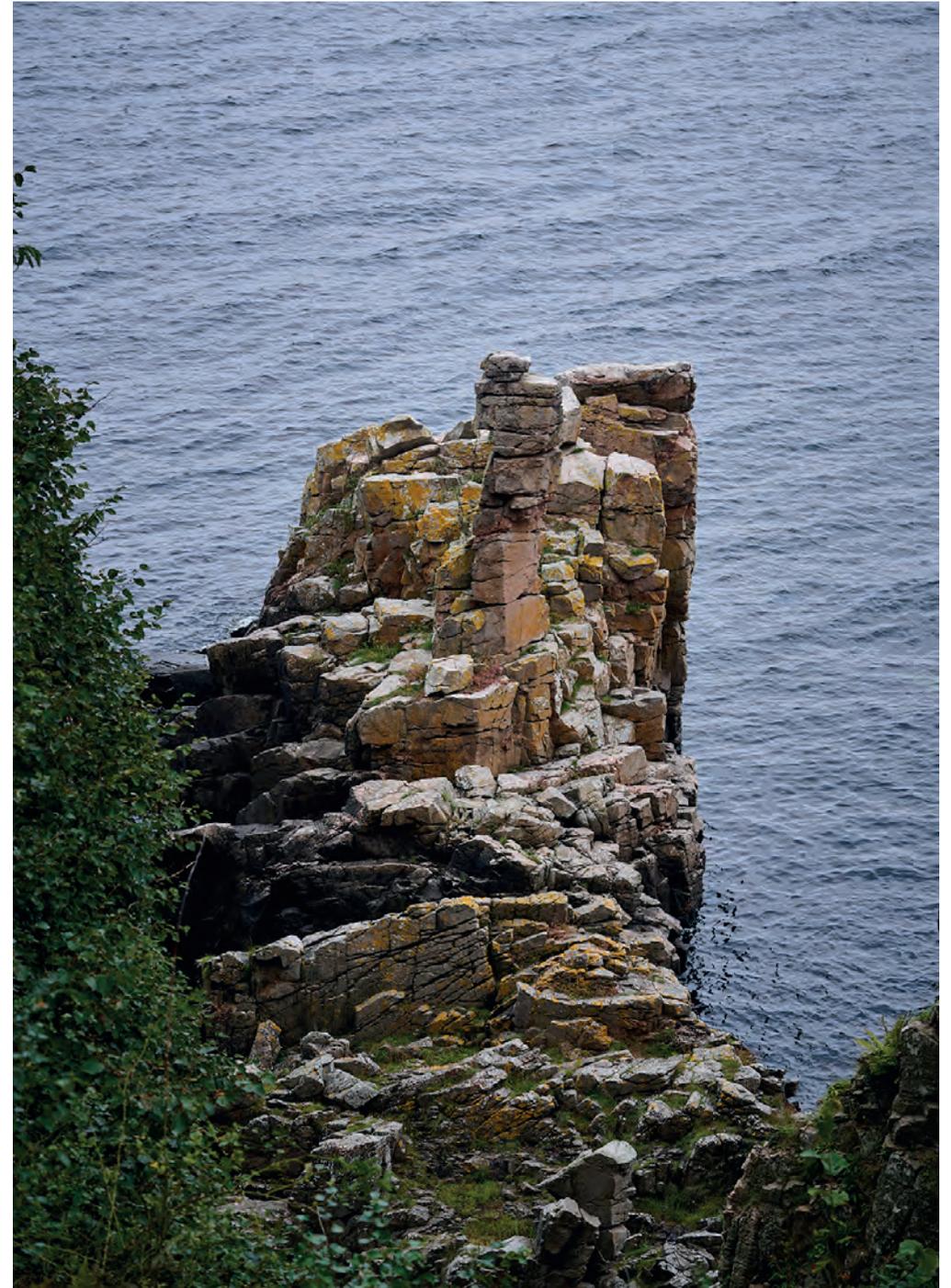
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SELECTION BOX

Share your love for liquorice in the most tasteful way. Our SELECTION BOX makes it easy for you and your guests to enjoy our chocolate coated liquorice variants A, B, C, D, E, Anniversary Edition, The Classic and our limited Gold-edition.

At the same time, it is the perfect gift when you want to pamper your nearest and dearest.





LOVE SELECTION BOX

Share your love for liquorice in the most tasteful way. Our SELECTION BOX makes it easy for you and your guests to enjoy our chocolate coated liquorice variants A, B, C, D, E, Anniversary Edition, The Classic and our limited Gold-edition. At the same time, it is the perfect gift when you want to pamper your nearest and dearest.



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EVERYDAY

SLOW COOKED & ORGANIC SWEET LIQUORICE STICK

The perfect EVERYDAY treat! Our organic sweet licorice has been slow cooked for 4 hours. The slow cooking process gives it an caramelized flavour that's impossible for true licorice lovers to resist.



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SLOW COOKED & ORGANIC SWEET LIQUORICE STICK

The perfect EVERYDAY treat! Our organic sweet liquorice has been slow cooked for 4 hours. The slow cooking process gives it an caramelized flavour that's impossible for true liquorice lovers to resist.



DAY OFF

SLOW COOKED & ORGANIC LIQUORICE STICK WITH SEA SALT

Having an OFF DAY? Our organic sweet liquorice with sea salt has been slow cooked for 4 hours. The slow cooking process gives it an irrisistible caramelized flavour that will cheer up any OFF DAY!



NEW DAY

SLOW COOKED LIQUORICE WITH WHISKY NEW MAKE CURIOUS

In this NEW DAY stick the smokiness from Stauning Whisky's organic Whisky New Make blends perfectly with the smokey notes from raw liquorice. It is all intensified by the caramel-like texture and strong flavour of our slow cooked liquorice.

Launch ultimo September



FORTIFIED LIQUORICE

ROOT & COCOA is a fortification of our iconic Danish taste universe. Made from the very best all organic and natural ingredients, the creamy and smooth notes of chocolate meet the Middle Eastern warm spice flavours from pure liquorice roots, in a smooth, rich, and elegant liqueur.



LIMITED EDITIONS

MAKING THE WORLD LOVE LIQUORICE

We are on a mission to make the world love liquorice. A mission that might seem hopeless some days, and might take longer than our lifetime to achieve. But as for true love, you should never ever give up, and neither will we.

With stars in our eyes and passion for craftsmanship we have spend endless hours perfecting our liquorice, this season shaping small heart-formed liquorices cores into our LOVE collection.

If we can just get you to taste it, we think you will sense the love and effort we put into it. And if not, we will just try again tomorrow.



STRAWBERRY & CREAM

Discover a sweet synergy between tangy red strawberries, white soft cream and sweet heart-shaped liquorice. White chocolate brings it all together and serves you an incredible taste experience of true Danish love.



FRUITY CARAMEL

Fall in love with the seductive combination of salty heart-shaped liquorice smothered in dulce chocolate with layers of fruity and pungent black currant and crunchy pieces of raw liquorice. Crispy on the outside and soft on the inside. It's sure to leave your heart longing for more.



MIXED LOVE

Can you ever get too much LOVE? We don't think so, so we gathered all our LOVE in one jar to give you an abundance of LOVE. STRAWBERRY & CREAM's tangy, red strawberries, white soft cream and sweet liquorice partnered with FRUITY CARAMEL's salty liquorice smothered in dulce chocolate with layers of pungent blackcurrant notes.



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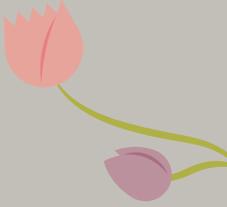


LOVE SELECTION BOX

A flavour packed selection of everything a heart desires. This heart-shaped selection is perfect for gifting and contains both popular classics and limited editions: A - THE ORIGINAL, D - SALT & CAMEL, F - DARK & SEA SALT, STRAWBERRY & CREAM, FRUITY CARAMEL, WILD BLUEBERRY and CLASSIC - SALTY CARAMEL.

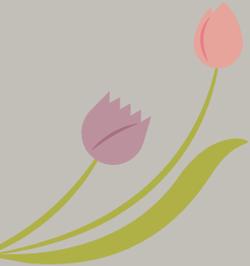
EASTER 2022





TWISTED BANANA

Enjoy TWISTED BANANA with its dreamy combination of sweet banana, salty liquorice, creamy white chocolate, and raw liquorice powder. A sensory experience that might make you go bananas.





CRISPY CARAMEL

A truly delicious and award winning classic. Bite into the speckled crispy shell to be met by silky smooth dulce chocolate and a punch of our raw liquorice powder to tickle your taste buds with a soft liquorice core. Small flakes of sea salt complete the sensory experience.



MIXED ÆGG

Here you have all your eggs in one basket. We have gathered CRISPY CARAMEL and TWISTED BANANA in a mixed jar, so that you can enjoy Easter with the best from both flavours. This mix presents the liquorices in all their glory. The joy of giving can be straightforward – and stylish.



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