

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.



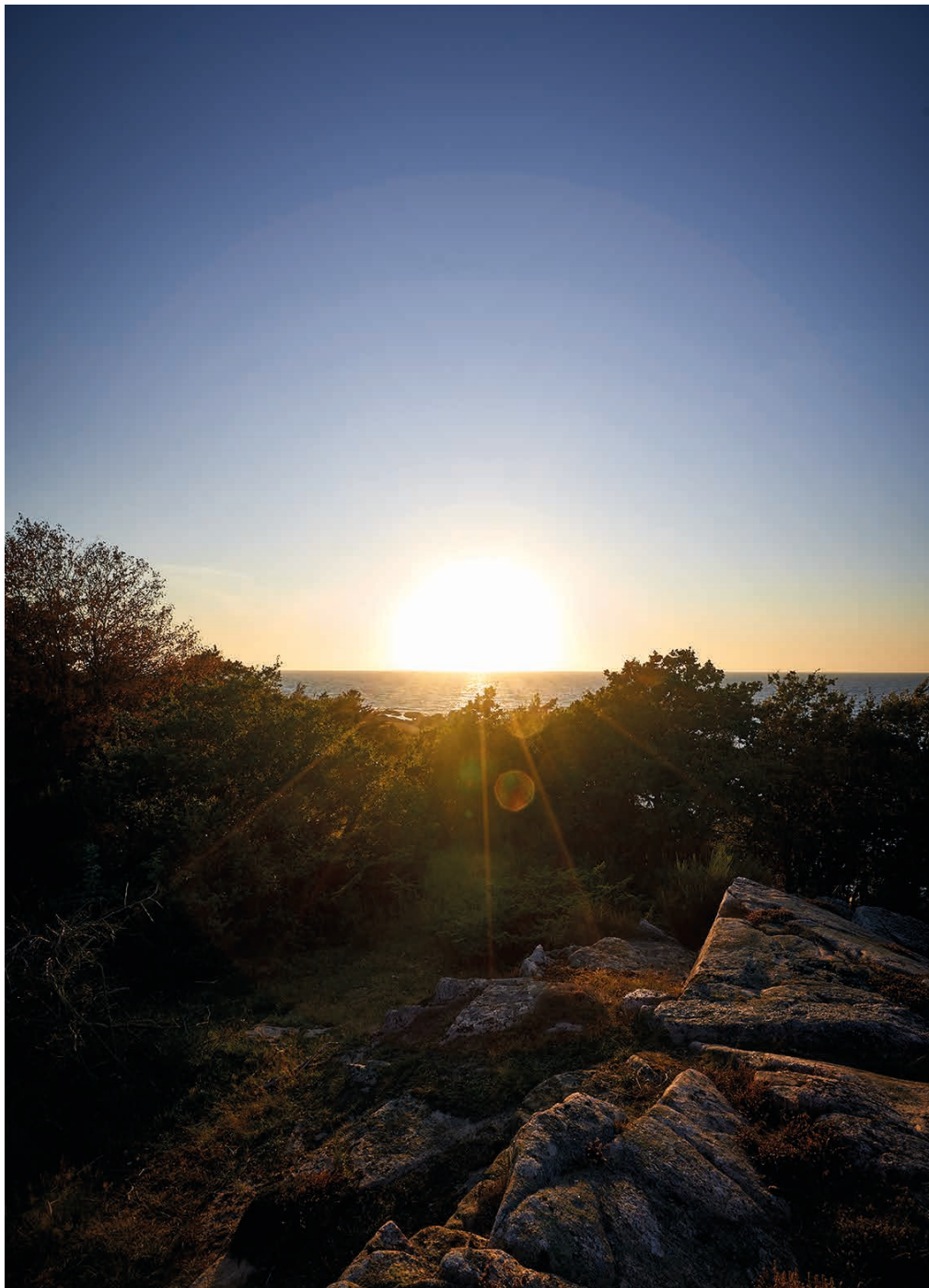
COFFEE KIENI

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 & Caramel

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.



SALMIK

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 &
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THE ORIGINAL



**PASSION
FRUIT**



COFFEE KIENI



**SALT &
CARAMEL**



SALMIK



**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.





LARGE BLACK BOX

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EVERYDAY

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.



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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 irresistibile 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.





SKELETON SHAKE

WARNING! So salty it gives you the chills!
Customize your own insane salty liquorice. Our SKELETON SHAKE is a thrilling mix of our No.2 salty liquorice and pure salmiak salt on the top. It is up to you, how dangerously salty you like it! Shake it well and enjoy each glimpse into a secret world of salty pleasure

LIMITED EDITIONS

THE MYTH, THE MYSTERY & THE MEANING

If we must be completely realistic, no liquorice has the power to mysteriously make someone fall in love with you. The powers and effects of liquorice are far more subtle and delicate...

Some believe that liquorice emits energy and that choosing just the right liquorice, or the perfect combination of several liquorices, can help you channel that energy and develop the right state of mind, in which to find love.

Whether or not you believe in these powers of liquorice, we can surely promise you that you will never regret experimenting with these small portions of love.



STRAWBERRY & CREAM

Love has many dimensions. It's a state of mind, feeling and taste. Our sweet dimension of love is a synergy between tangy, red strawberries, white soft cream and our own sweet liquorice. Exclusive white chocolate brings it all together, and the fresh and satisfying union is here to make you taste true, Danish love.



FRUITY CARAMEL

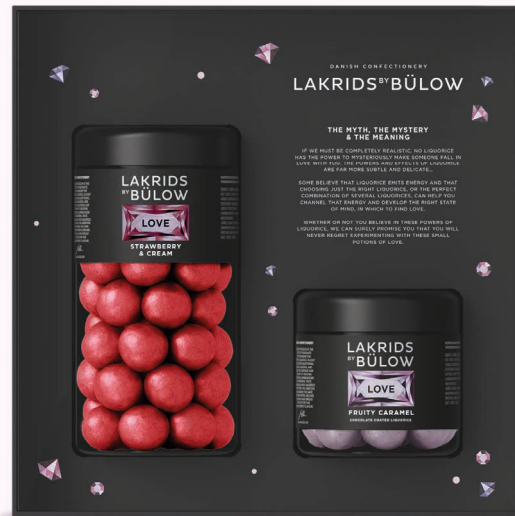
Fall in love with the seductive combination of salty liquorice smothered in dulce chocolate with layers of fruity and pungent black currant notes and crunchy pieces of raw liquorice.

It's sure to leave your heart longing for more!



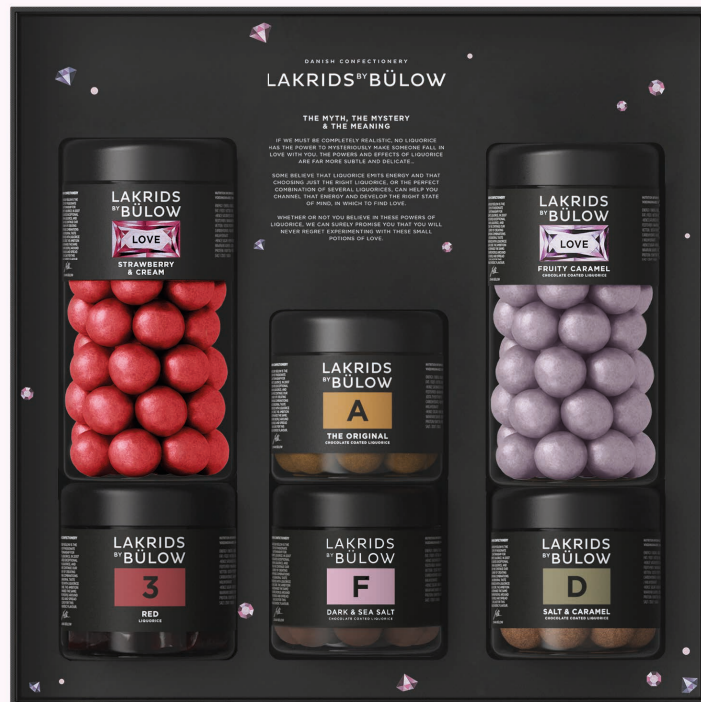
MIXED LOVE

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 blackcurrent notes.



BLACK BOX

LAKRIDS BY BÜLOW is all about the joy of sharing and giving
- and so is the Christmas season. Our star-studded Danish
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LOVE SELECTION BOX

A flavor packed heart for everything that your heart desires. This heart has room for the fruity and fresh, the sweet and salty, and the beloved caramel.



WHAT NOW?

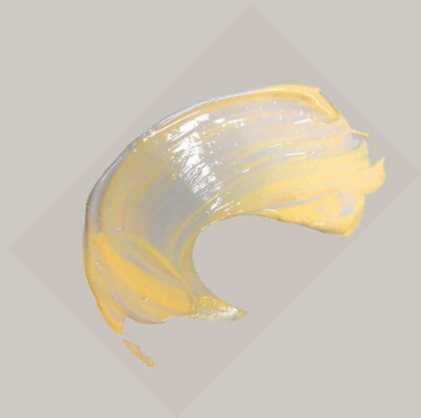
After what always feels like an endless winter,
it's time to celebrate the return of light and colours
with a new season.

A PLAYFUL SEASON

A season for creative souls and crafty minds, filled
with quirky traditions that call for self-expression
and great imagination.

Get together, get inspired, be creative and most
importantly - have fun, while celebrating.





TWISTED BANANA

Go bananas, but remember your Danish liquorice roots with this liquorice speckled banana. Enjoy the Twisted Banana's dreamy combination of sweet banana, salty liquorice, creamy white chocolate, and raw liquorice powder.





CRISPY CARAMEL

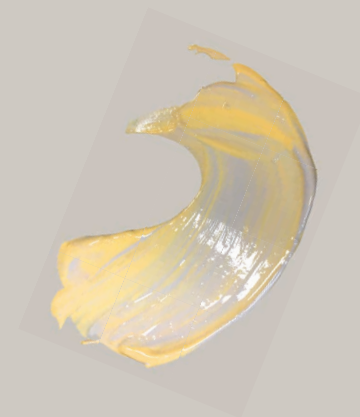
Each crispy, silver speckled egg consists of soft liquorice, silky smooth dulce chocolate and a punch from our raw liquorice powder to tickle your taste buds. Small flakes of sea salt complete the sensory experience. An award winning classic.





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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