

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 &
CARAMEL**

SALMIK

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THE ORIGINAL

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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.



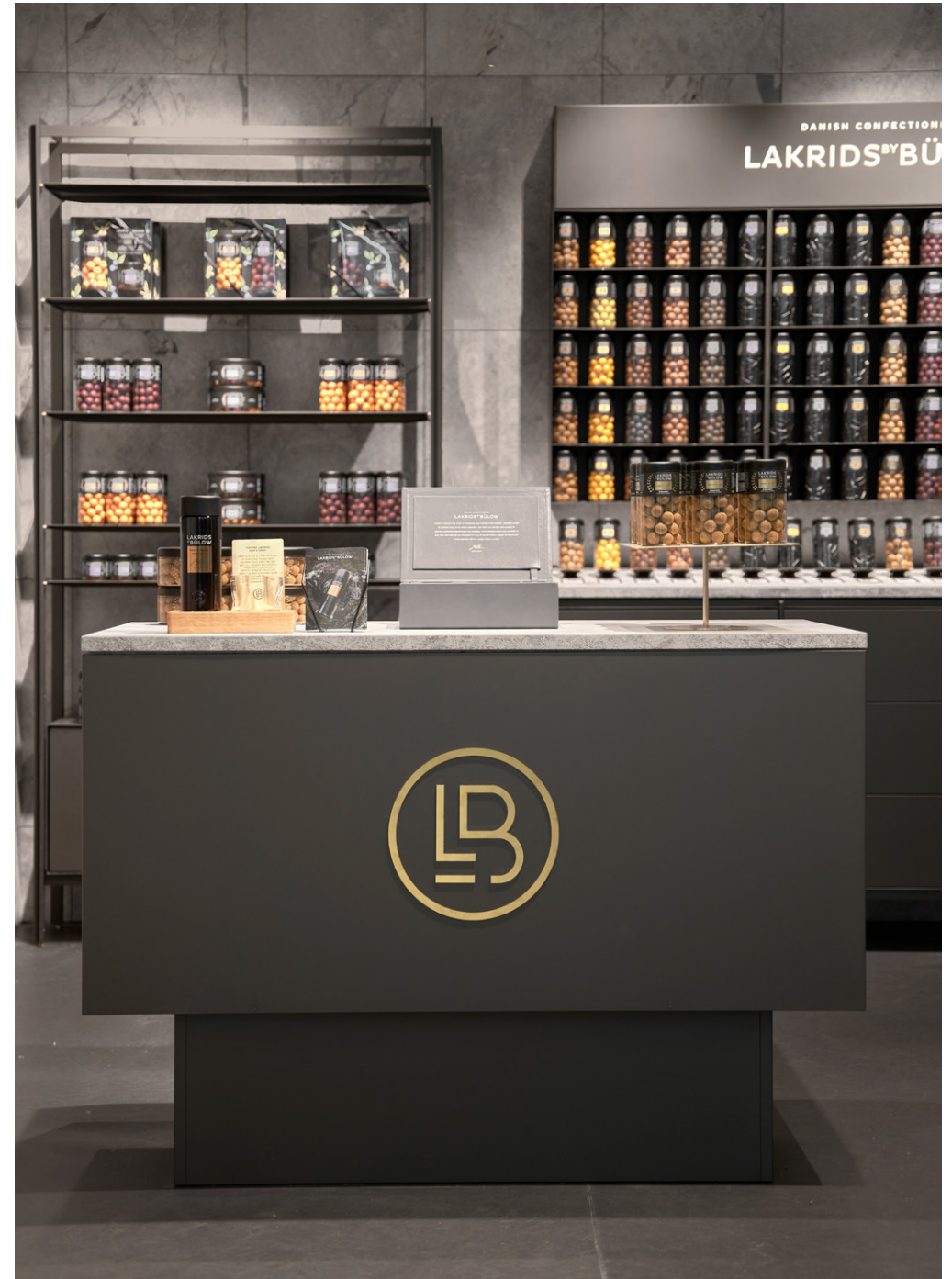
SALTY LIQUORICE

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.



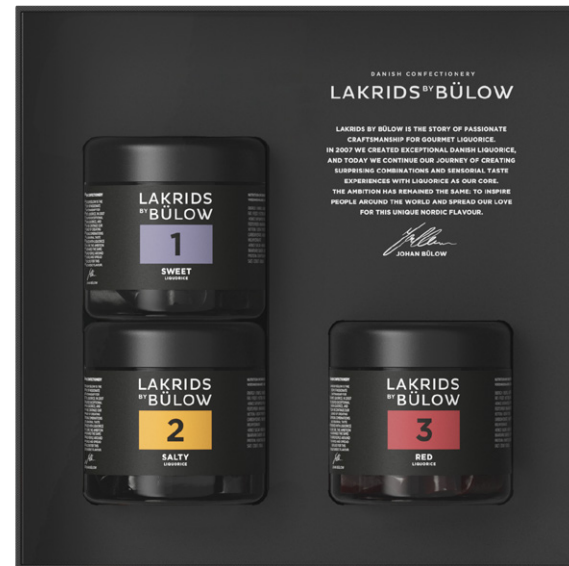
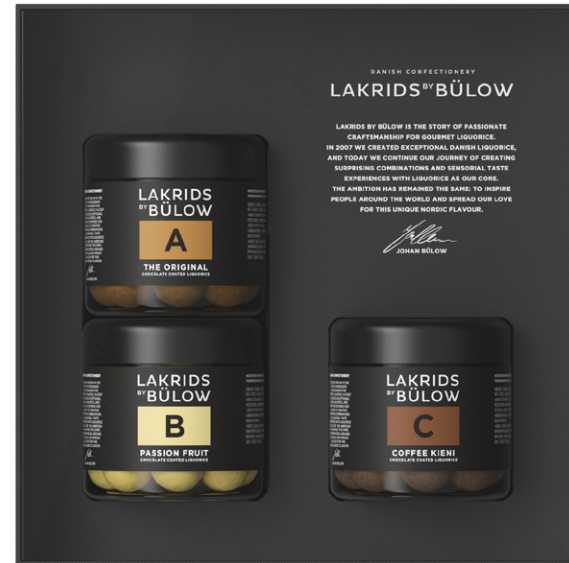
SWEET

SALTY

RED

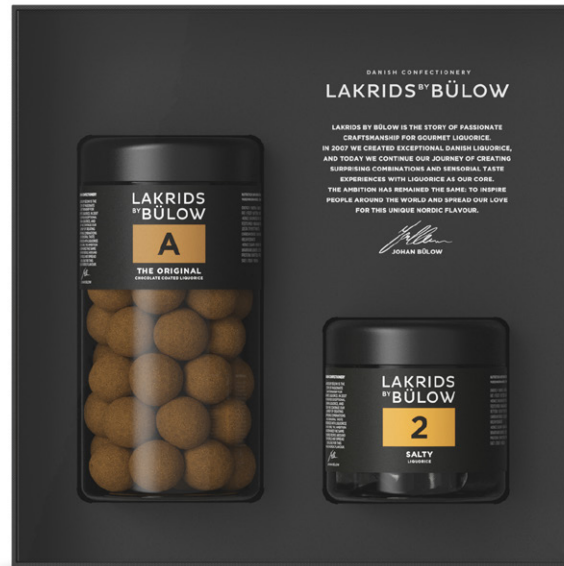
HABANERO

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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LARGE BLACK BOX

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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, F and limited editions CLASSIC and CRISPY CARAMEL. At the same time, it is the perfect gift when you want to pamper your nearest and dearest.





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: STRAWBERRY & CREAM, FRUITY CARAMEL, MILKSHAKE, F - DARK & SEA SALT, C - COFFEE KIENI, D - SALT & CARAMEL and CLASSIC - SALTY CARAMEL.

