

DANISH CONFECTIONERY

LAKRIDS^{BY} BÜLOW



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LAKRIDS BY BÜLOW is the story of passionate craftsmanship for gourmet liquorice. In 2007 we created exceptional Danish liquorice, and today we continue our journey of creating surprising combinations and sensorial taste experiences with liquorice as our core. The ambition has remained the same: To inspire people around the world and spread our love for this unique Nordic flavour.

A stylized, handwritten signature in white ink, appearing to read 'J. Bülow', positioned above the printed name.

Johan Bülow



A

THE ORIGINAL CHOCOLATE COATED LIQUORICE

Lakrids A was the first product developed when Johan Bülow had the original idea to coat liquorice with chocolate. People were at first skeptic 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.



B
PASSION FRUIT
CHOCOLATE COATED LIQUORICE

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.



C

COFFEE KIENI CHOCOLATE COATED LIQUORICE

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 to our factory just prior to the liquorice production.



D

**SALT & CARAMEL
CHOCOLATE COATED LIQUORICE**

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 caramelized dulce chocolate - flavored with crunchy flakes of sea salt. Feisty and gentle at the same time. You simply can't have just one.



E

**SALMIAK
CHOCOLATE COATED LIQUORICE**

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.



1

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.



2

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.



3

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.



4

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.



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.



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.



LAKRIDS BY BÜLOW was founded by Johan Bülow in 2007 in his hometown Svaneke, on the tiny rock island of Bornholm in Denmark. He has brought liquorice from the heart of bornholm to the world. He has a highly sophisticated passion for taste using only the finest ingredients. Innovation, creativity and craftsmanship is the essence and soul of LAKRIDS BY BÜLOW.

SUSTAINABLE LUXURY

Our jars are made of 100% recycled and recyclable plastic jars. Furthermore, we have removed all metallics from the sealing. We believe that reuse of our materials will result in less waste and minimize damage to the environment. 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.

Read more on:
www.lakridsbybulow.com/sustainability



