

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.


Johan Bülow





PURE LIQUORICE

To develop our products, we use rice flour that is taste-neutral, which makes other flavours in the liquorice more prominent. In addition, rice flour is gluten-free. The characteristic taste of liquorice in the liquorice root is shaped by the soil and climate in which it grows. This means that the taste varies depending on where the liquorice root is harvested and we therefore use liquorice roots from different places around the world when we produce our liquorice in Denmark.



1 - SWEET

150 g SMALL - 360 g REGULAR

1 is the pure essence of liquorice. Naturally bold and sweet, balanced with a subtle touch of aniseed.



2 - SALTY

150 g SMALL - 360 g REGULAR

2 is a strong, salty liquorice bursting with Nordic flavours of sea, tar, bonfire smoke, and resin.

CHOCOLATE COATED LIQUORICE

Our chocolate coated liquorice comes in various taste combinations. The chocolate is chosen based on how it complements the liquorice, and it must fit into a matrix of tastes, and keep focus on the liquorice core. Around every liquorice core we have added 30 layers of premium chocolate. We source all our chocolate through Cocoa Horizons – a Barry Callebaut programme focused on cocoa farmer prosperity.



A - THE ORIGINAL

115 g SMALL - 270 g REGULAR - 550 g LARGE

A is a dreamy combination of sweet liquorice, exclusive milk chocolate and fine liquorice powder. And according to many, instantly addictive.



B - PASSION FRUIT

115 g SMALL - 270 g REGULAR - 550 g LARGE

B is a sweet liquorice coated in creamy white chocolate and persuasive passion fruit. Sweet, sour and supreme – enclosed by a delicate, crunchy sugar shell.



C - SOUR STRAWBERRY

115 g SMALL - 270 g REGULAR

C is a fruity red liquorice with sour notes from crispy green strawberries, swirled in silky white chocolate and finished with a crunchy green sugar shell.



D - SALT & CARAMEL

115 g SMALL - 270 g REGULAR - 550 g LARGE

D is a sweet liquorice covered in dulce chocolate with crunchy flakes of sea salt. Feisty and gentle at the same time. You simply can't have just one.



MINIS - 2 PCS

Convenient, cute, and irresistibly delicious, each MINI offers two servings of chocolate coated gourmet liquorice creating the perfect indulgence moment for clients, customers and colleagues. A conversation starter for both existing liquorice lovers and sceptics who are sure to be convinced.



THE ORIGINAL
2 pcs MINI



PASSION FRUIT
2 pcs MINI



SOUR STRAWBERRY
2 pcs MINI



SALT & CARAMEL
2 pcs MINI

MINI BOX

Make a statement in your workplace with our elegant box filled with 60 MINI delights from **LAKRIDS BY BÜLOW**®. Tailored for reception areas, meeting rooms, or the coffee nook, this stylish ensemble brings a burst of flavour to every corner.



MINI BOX
60 pcs





SLOW CRAFTED

The SLOW CRAFTED recipe is based on the original batch of liquorice Johan Bülow cooked on Bornholm in 2007. After years of refinement, it is now made with carefully selected, organic ingredients. The liquorice is cooked in an open batch for four hours and hand crafted creating a caramellike texture of the liquorice.

Keeping true to our commitment to promote circularity, our SLOW CRAFTED collection is presented in premium recycled glass packaging designed for reuse.



MILK & HONEY

265 g REGULAR JAR



MANGO VANILLA

265 g REGULAR JAR



CARAMEL DATE

265 g REGULAR JAR



SLOW CRAFTED

175 g - MANGO VANILLA, CARAMEL DATE, DARK TRUFFLE and ANNIVERSARY



DARK TRUFFLE

265 g REGULAR JAR

SLOW CRAFTED STICKS

Let the pure liquorice take center stage in the STICKS assortment of salty, sweet, honey or a distinctive new make whisky flavour.



HONEY
30 g



SALTY
30 g



SWEET
30 g



STAUNING WHISKY
30 g





GIFTING

Elevate your corporate gifting with **LAKRIDS BY BÜLOW®**, where the joy of sharing and giving takes center stage. Crafted with care in Copenhagen, our Danish confectionery is a tasteful gift choice. Perfect for any season or occasion, our gifting options are designed to spread joy and leave a lasting impression on the faces of those who matter most in your business relationships.



BLACK BOX
3xSMALL



BLACK BOX
3xSMALL



BLACK BOX
4xSMALL



BLACK BOX
REGULAR/REGULAR



BLACK BOX
REGULAR/REGULAR



LARGE BLACK BOX
2xREGULAR + 4xSMALL



SELECTION BOXES

Unwrap the joy of variety with our SELECTION BOXES, handpicked collections of gourmet chocolate coated liquorice. Carefully curated for sharing moments, these boxes promise a flavour adventure where every individual can uncover their personal favourite, making every occasion uniquely sweet.



SMALL SELECTION BOX

175 g - A - THE ORIGINAL, B - PASSION FRUIT, D - SALT & CARAMEL and F - DARK & SEA SALT



SELECTION BOX

350 g - A, B, C, D, E, F und limitierte Editionen CLASSIC and STRAWBERRIES & CREAM



LOVE SELECTION BOX

450 g - B - PASSION FRUIT, PEACHES, STRAWBERRIES & CREAM, A - THE ORIGINAL, D - SALT & CARAMEL, F - DARK & SEA SALT and CLASSIC CARAMEL.

WE ARE B CORP CERTIFIED

We have achieved B Corp Certification, as the first Premium Confectionery company in the Nordics.

At **LAKRIDS BY BÜLOW®**, we believe that businesses should be a force for good, and the B Corp certification aligns perfectly with our core values.

Since the beginning of our story in 2007, we have set the bar high, challenged the conventional and never accepted status quo.

We were born on the mantra “less but better” when our founder Johan Bülow created a completely new category of gourmet liquorice within premium confectionery, and ever since we have strived to pave the way and make a difference within our industry.

What is a B Corp certification?

B stands for benefit for all, and B Corps are businesses that meet high standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose. It’s a rigorous process, and we are proud to have successfully met the stringent criteria.

What does this mean for you?

It means that by choosing **LAKRIDS BY BÜLOW®**, you are supporting a company that goes beyond delicious, gourmet liquorice products to make a real and positive difference in the world. From the sourcing of ingredients to the treatment of our employees and our engagement with local communities, sustainability is at the core of everything we do.





NATURE IS OUR MOST IMPORTANT SUPPLIER

SOURCING

Nature is our most important supplier. Our products are made from the very best natural ingredients; From liquorice roots to cocoa beans, vanilla from Madagascar, organic chilli from a local farm in Denmark, to wild berries hand-picked from the forest.

We are deeply dependent on a globally healthy and sustainable nature, and we must do everything we can to take care of our planet.

100% of the power consumption at our factory is covered by Danish windmills through the purchase of green certificates

PACKAGING

100 % RECYCLED AND REUSABLE PLASTIC

In 2019 we were the first confectionary company in the world to switch to 100% recycled and recyclable (R-PET) plastic jar packaging. In 2021 we introduced our organic SLOW CRAFTED collection in recycled glass jars, designed for reuse, and in 2022 we strengthened our collection with refill bags to reduce the packaging consumption.

RESPONSIBLE GIFT PACKAGING

We are constantly working on reducing the amount of packaging and the impact of the materials we use. Our gift solutions are made from 70% recycled cardboard. The empty carton packages should be disposed of in a responsible manner and the carton should be separated from the plastic tray.

ORGANIC SLOW CRAFTED COLLECTION

In 2021 we introduced our organic SLOW CRAFTED collection in recycled glass jars, designed for reuse, and in 2022 we strengthened our collection with refill bags to reduce the packaging consumption.

The REFILL bags contain 84% less plastic compared to our REGULAR recycled plastic jars.



**WE MAKE THE WORLD LOVE LIQUORICE
ONE LIQUORICE AT A TIME**

Get in touch with us today at b2b@lakridsbybulow.com.