

DANISH CONFECTIONERY

# LAKRIDS BY BÜLOW



PRODUCT BINDER  
2025



DANISH CONFECTIONERY

# LAKRIDS<sup>BY</sup> BÜLOW

## DANISH CONFECTIONERY

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 black ink, appearing to read 'J. Bülow'.

Johan Bülow

# B CORP CERTIFIED

We are proud to share with you that we have achieved B Corp Certification, as the first Premium Confectionary company in the Nordics. As a B Corp, we're joining a global community of businesses that meet high standards of social and environmental impact.

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 B CORP?

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 TO 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.



# B CORP CERTIFIED

## 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 handpicked 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.

Since 2020, 100% of the power consumption on the liquorice factory outside Copenhagen where all the company's products are crafted, is covered by power from renewable sources.

### 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.





# LAKRIDS LOVERS

## WHAT IS LAKRIDS LOVERS?

### WHAT?

LAKRIDS LOVERS is our taste panel for anyone who wants to share their love for liquorice and participate in our product development.

### HOW?

With every purchase in a LAKRIDS BY BÜLOW store you will be gifted with two MINIS of unique flavours (total four products – there are two treats in one MINI) only available to LAKRIDS LOVERS.

On the back of every MINI is a QR code where you can provide your feedback to help shape the future of the product.

**PLEASE NOTE:** The LAKRIDS LOVERS MINIS are only for LAKRIDS LOVERS.

## WHY SHOULD YOU JOIN LAKRIDS LOVERS?

### AN INVITATION TO SHAPE THE FUTURE OF OUR FLAVOURS

- With every purchase in stores and online, you will be gifted with an exclusive and unique flavour to test and evaluate directly from our Creative Lab.
- Take part in shaping the future of LAKRIDS LOVERS flavours and join us on our mission to making the world love liquorice.
- Get invited to exclusive campaigns. For example, the WINTER FIRST MOVER campaign – our most generous LAKRIDS LOVERS offer to date.
- Receive exclusive content so you are always updated on the latest developments at LAKRIDS BY BÜLOW.





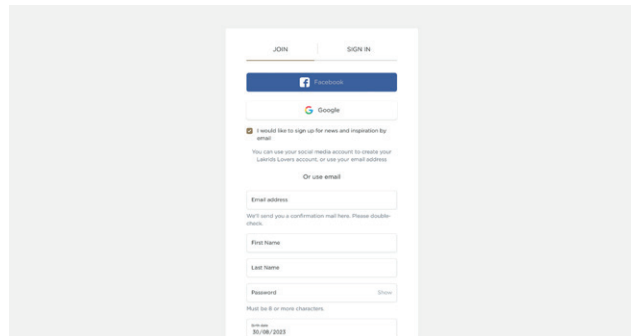
# LAKRIDS LOVERS

## HOW DO YOU SIGN UP?

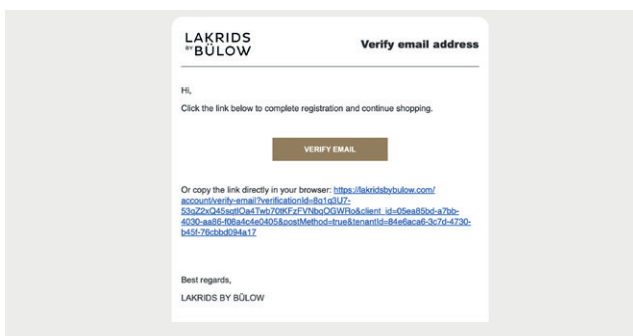
NOTE: Remember they need to accept to receive newsletters from us.



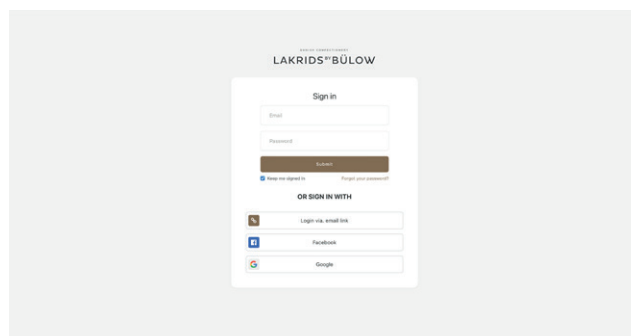
1 – Scan QR code in store



2 – Create account



3 – Confirm account



4 – Log into account



5 – Register with customer ID or QR code



# **CHOCOLATE COATED LIQUORICE**



# CHOCOLATE COATED LIQUORICE

In 2009, Johan Bülow had the idea of coating the gourmet liquorice with chocolate together with Production Manager Tage. The concept of covering liquorice in chocolate was already known by Icelandic people, but Johan and Tage wanted to take the idea to the next level. It is all about creating the perfect combination of the right chocolate with the right type of liquorice, and today we explore the magic that both dark chocolate, milk chocolate, white chocolate, and dulce chocolate can create with liquorice.

All our cocoa ingredients are ethically and sustainably sourced under the impact of the Cocoa Horizons Foundation. The purpose of the Cocoa Horizons program is to improve the livelihoods of cocoa farmers and their communities through the promotion of sustainable, entrepreneurial farming, improved productivity and community development, which protect both nature and humanity.

We use Callebaut chocolate in our chocolate covered liquorice, and when we use sea salt in our products, it comes from Maldon.





# A - THE ORIGINAL

## CHOCOLATE COATED LIQUORICE

A - THE ORIGINAL was the first product developed when Johan Bülow was inspired to coat liquorice with chocolate - something that was not seen before in Denmark. People were at first sceptical about the idea, but the popular product A - THE ORIGINAL soon saw the light of day. The combination of sweet liquorice, exclusive milk chocolate and fine liquorice powder is, according to many, instantly addictive.

### AVAILABLE SIZES



### INGREDIENTS



### SALES POINTS

- In 2009 we launched A - THE ORIGINAL as our very first chocolate coated liquorice.
- A - THE ORIGINAL has a sweet liquorice core that is swirled in smooth milk chocolate and dusted in fine liquorice powder. For many, this combination is a true original.
- The pulverised fine liquorice powder on the surface is from liquorice roots - just like the ones you have maybe chewed on as a child?

### FAMILY MEMBERS



#### DARK TRUFFLE

For the true chocolate lover, DARK TRUFFLE is the perfect alternative.



#### F - DARK & SEA SALT

If you want to try a slightly darker version with a twist of sea salt: F - DARK & SEA SALT.



# B – PASSION FRUIT

## CHOCOLATE COATED LIQUORICE

Sweet liquorice coated in 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.

### AVAILABLE SIZES



**SMALL**  
125 G

**REGULAR**  
295 G

**LARGE**  
550 G

### INGREDIENTS



**1 - SWEET**  
liquorice core



Sweet and creamy  
**WHITE CHOCOLATE**



Fresh and fruity notes of  
**PASSION FRUIT**

### SALES POINTS

- Ever been in doubt about liquorice? B - PASSION FRUIT is with its fruitiness and sweetness the perfect choice for a new liquorice lover.
- B - PASSION FRUIT has a crispy sugar shell on the outside, while being soft and sweet on the inside.
- Its yellow colour represents its freshness, sourness and sweetness.

### FAMILY MEMBERS



#### E - SALMIAK

If you like the crunchy sugar shell, you should try E - SALMIAK.



#### MANGO VANILLA

For another sweet and fruity experience, you should try MANGO VANILLA that has a SLOW CRAFTED liquorice core.

# C – COFFEE KIENI

## CHOCOLATE COATED LIQUORICE

For a connoisseur, good coffee tends to be part of everyday life. C - COFFEE KIENI 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 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.

### AVAILABLE SIZES



**SMALL**  
125 G

**REGULAR**  
295 G

### INGREDIENTS



**1 - SWEET**  
liquorice core



Sweet and soft  
**MILK CHOCOLATE**



**COFFEE BEANS**  
from a small Kenyan  
community called Kieni

### SALES POINTS

- Here sweet liquorice covered in milk chocolate meets sustainable freshly grounded coffee beans from the small community Kieni in Kenya.
- Coffee Collective is a Danish entrepreneurial and sustainable driven company with a passion for good coffee experiences and sustainable living for the coffee farmers.
- Kenyan coffee beans are known for their fruitiness. These combined with sweet milk chocolate ensures a smooth and balanced taste experience.

### FAMILY MEMBERS



#### **DARK TRUFFLE**

A great alternative to the dark and intense notes of C – COFFEE KIENI is DARK TRUFFLE.



#### **F – DARK & SEA SALT**

As some might say, then coffee doesn't come without a piece of dark chocolate, aka. F – DARK & SEA SALT.



# C – SOUR STRAWBERRY

## CHOCOLATE COATED RED LIQUORICE

Imagine freshly picked green strawberries together with exquisite red liquorice in a sweet, fruity bite. Enjoy how fresh and sour notes from crispy, green strawberries are perfectly balanced with chewy red liquorice, all swirled in silky white chocolate and a crunchy, green sugar shell for an extra sour twist.

### AVAILABLE SIZES



**SMALL**  
125 G

**REGULAR**  
295 G

### INGREDIENTS



**3 - RED**  
liquorice core



Creamy  
**WHITE CHOCOLATE**



Sour  
**STRAWBERRIES**



Twist of  
**LIME**

### SALES POINTS

- A sweet but fresh red liquorice core together with the creamy white chocolate is chosen to perfectly balance the sour and fruity notes from the green strawberries.
- SOUR STRAWBERRY was first launched as a LAKRIDS LOVERS product. Feedback showed us how much people loved this combination of ingredients and it is therefore being reintroduced.

### FAMILY MEMBERS



#### B – PASSION FRUIT

By adding a tangy, bright passion fruit flavor to the rich, chewy red liquorice core, B – PASSION FRUIT is a perfect balance of sweet and sour.



#### 3 – RED

If you like the sweet and fresh taste of strawberries, you should try 3 – RED.

# D - SALT & CARMEL

## CHOCOLATE COATED LIQUORICE

We should warn you, it is almost impossible to resist this winning combination of salt, caramel and sweet liquorice. D - SALT & CARMEL 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.

### AVAILABLE SIZES



**SMALL**  
125 G

**REGULAR**  
295 G

**LARGE**  
550 G

### INGREDIENTS



**1 - SWEET**  
liquorice core



**DULCE CHOCOLATE**  
with a smooth  
caramelised taste



Maldon  
**SEA SALT**

### SALES POINTS

- A delicious combination of our homemade dulce chocolate, sweet liquorice and crunchy Maldon sea salt flakes. It's a worldwide favourite.
- D - SALT & CARMEL is dusted with a combination of cocoa and liquorice powder.
- Many different types of salt was tested in the development of D - SALT & CARMEL, and we believed that Maldon sea salt was without a doubt the perfect match.
- The first time D saw the light of day, it actually had an almond core instead of a liquorice core. This changed in 2016, and today none of our products contain nuts.

### FAMILY MEMBERS



#### CARMEL DATE

For another sweet and salty taste experience, you should try CARMEL DATE with a SLOW CRAFTED liquorice core.



#### A - THE ORIGINAL

A preference for something sweet? You should try A - THE ORIGINAL.



# 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.

### AVAILABLE SIZES



**SMALL**  
125 G

**REGULAR**  
295 G

### INGREDIENTS



**2 - SALTY**  
liquorice core



Sweet and creamy  
**WHITE CHOCOLATE**



**SALMIAK**

### SALES POINTS

- E - SALMIAK is for the true liquorice lover who dares to combine white chocolate with an intense taste of salmiak and raw liquorice powder.
- This is Scandinavia in all its glory, since the development of E - SALMIAK is based on Scandinavian liquorice traditions.
- E - SALMIAK was the first product in our Permanent Assortment with a crispy sugar shell. This makes the product deliciously crispy on the outside while soft on the inside.
- E - SALMIAK is currently the only chocolate coated liquorice in our Permanent Assortment with a salty liquorice core.

### FAMILY MEMBERS



#### **2 - SALTY**

Something for your salty liquorice heart. Try 2 - SALTY, the core of E - SALMIAK.



#### **B - PASSION**

If you like the crunchy sugar shell, you should try B - PASSION FRUIT.

# F – DARK & SEA SALT

## CHOCOLATE COATED LIQUORICE

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

### AVAILABLE SIZES



**SMALL**  
125 G

**REGULAR**  
295 G

### INGREDIENTS



**1 - SWEET**  
liquorice core



Our own take on  
**DARK CHOCOLATE**



Maldon  
**SEA SALT**

### SALES POINTS

- F - DARK & SEA SALT is our newest member of our chocolate coated family, introduced in 2020.
- F - DARK & SEA SALT started as a LAKRIDS LOVERS product to meet requests from German customers. Then it became a WINTER Limited Edition in 2019.
- Here you have our own take on a dark chocolate. We have mixed dark chocolate with some milk chocolate to ensure a smooth and sweet taste of chocolate that doesn't have bitter notes

### FAMILY MEMBERS



#### A - THE ORIGINAL

A great chocolate-alternative is our all-time favourite, A - THE ORIGINAL.



#### DARK TRUFFLE

We got something special for your chocolate heart - DARK TRUFFLE, with a SLOW CRAFTED liquorice core.



**PURE LIQUORICE**

# 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.

## AVAILABLE SIZES



**SMALL**  
150 G

**REGULAR**  
360 G

## INGREDIENTS



Based on  
**RICE FLOUR**  
which makes the  
product gluten free



**LIQUORICE ROOT  
EXTRACT**



**MOLASSES**

## SALES POINTS

- 1 – SWEET was our very first liquorice made on a machine (before this, Johan Bülow cooked the liquorice in a big pot)
- This product is the core in most of our chocolate coated products
- 1 – SWEET is a very good alternative for those who prefer a sweet and soft taste of pure liquorice.

## FAMILY MEMBERS



### SWEET STICK

For the ultimate sweet liquorice experience, you should try our SLOW CRAFTED SWEET liquorice stick.



## 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.

#### AVAILABLE SIZES



**SMALL**  
150 G



**REGULAR**  
360 G

#### INGREDIENTS



Based on  
**RICE FLOUR**  
which makes the  
product gluten free



**LIQUORICE ROOT  
EXTRACT**



**MOLASSES**



**SALMIAK**

#### SALES POINTS

- An intense and salty liquorice experience.
- 2 - SALTY is inspired by Scandinavian liquorice traditions. For many decades, the Scandinavians have loved salty liquorice, which makes their preferences very different to the rest of the world's. As a Danish company, this we wanted to pay tribute.

#### FAMILY MEMBERS



##### **SALTY STICK**

For the ultimate salty liquorice experience, you should try our SLOW CRAFTED salty liquorice stick.



##### **E - SALMIAK**

Ever tried 2 - SALTY covered in delicious dulce chocolate and other stunning ingredients? Try E - SALMIAK.

## 3 - RED

### LIQUORICE

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

### AVAILABLE SIZES



**SMALL**  
150 G

### INGREDIENTS



**BLACK CURRANT**



**CRANBERRY**



**STRAWBERRY**



**LEMON**

### SALES POINTS

- This is our take on a traditional American red liquorice with a natural sweetness from black currants, cranberries, strawberries and lemons.
- The perfect choice for red liquorice lovers or newly liquorice lovers.
- Our very first red liquorice saw the light of day in 2008. We kept developing the taste and in 2013 we finally found the right recipe and have kept it ever since.
- 3 - RED contains actual raw liquorice and real fruit, which makes it different to traditional American red liquorice.

### FAMILY MEMBERS



#### **B - PASSION FRUIT**

If you are into sweet and fruity notes, you should try B - PASSION FRUIT.



#### **MANGO VANILLA**

For a caramellike experience, you should try the sweet and fruity VANILLA MANGO with a SLOW CRAFTED liquorice core.



# 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.

## AVAILABLE SIZES



**SMALL**  
150 G

## INGREDIENTS



**1 - SWEET**  
liquorice as a base



Fresh and organic  
**HABANERO CHILI**

## SALES POINTS

- Together with a Danish horticulture (Gartneri Toftegaard) we tried out many different types of chilis, in order to find the right match with liquorice. Habanero chili turned out to be the perfect match because of its balance of both spiciness and sweetness.
- The organic Habanero chilis are freshly harvested exclusively for 4 - HABANERO
- Some might be scared by the thought of chili - but Habanero is like no other chili. It is both sweet, spicy and fruity.

## FAMILY MEMBERS



### 1 - SWEET

If you like the sweet taste of liquorice, you should give 1 - SWEET a try.



### 3 - RED

3 - RED is just like 4 - HABANERO a very interesting alternative to the traditional liquorice taste.

# **SLOW CRAFTED LIQUORICE**

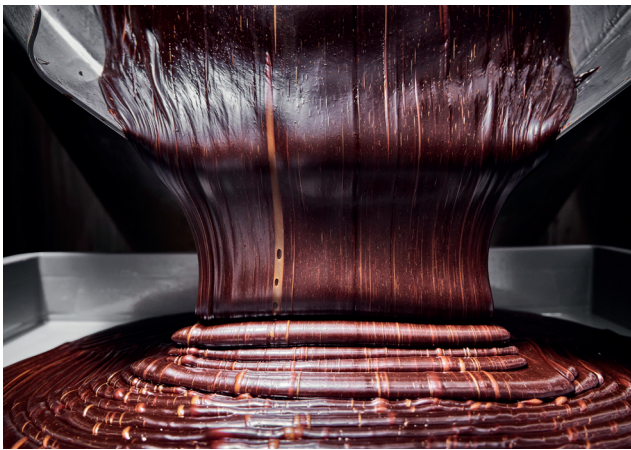


# SLOW CRAFTED

The SLOW CRAFTED recipe is based on the original batch of liquorice Johan Bülow cooked on Bornholm in 2007, which sold out in only 2 hours. That is why Johan invested every saved penny, moved back into his mother's basement and started cooking. And cooking. And cooking. Few foods are as fickle as liquorice. Every drop or rise in temperature and humidity affects it. Even the slightest mistake cannot be fixed. Compared to our Permanent Assortment, the SLOW CRAFTED process is a lot more time-consuming. However, we believe that good things take time. The process includes cooking of the liquorice for up to four hours, followed by stretching the liquorice mass with bare hands. This ensures a unique caramel-like texture and a more intense liquorice flavour. Further, the SLOW CRAFTED collection consists of only the very best organic ingredients.

## THE JAR OF SLOW CRAFTED IS DESIGNED FOR RE-USE.

We have a vision for re-use, why the jars are not just packaging but made to be used again and again for various purposes. You can easily remove the label with warm water and re-use it for smoothies, storage, breakfast or lunch on the go, re-gift, spices, nuts, as a vase - The options are unlimited.





# MILK & HONEY

## SLOW CRAFTED LIQUORICE



Indulge yourself with MILK & HONEY introducing the gold of nature in a unique SLOW CRAFTED liquorice core. We have always been fascinated by bees and the sweet magic they produce, and that's why we have experimented with a special SLOW CRAFTED recipe using organic honey from a local Danish producer. A smooth caramellike taste experience, which combined with soft milk chocolate and flakes of sea salt, will make you feel united with nature and its buzzing bees.

### AVAILABLE SIZES



**REGULAR**  
265 G



**REFILL**  
265 G

### INGREDIENTS



**ORGANIC SLOW CRAFTED**  
liquorice core



**ORGANIC HONEY**  
from a Danish local producer



Soft  
**MILK CHOCOLATE**



**MALDON**  
sea salt flakes

### SALES POINTS

- The organic liquorice core has been cooking together with organic honey from a Danish local producer for several hours.
- MILK & HONEY honours our nature with real Danish Craftsmanship and lets you enjoy a smooth caramellike taste experience.

### FAMILY MEMBERS



#### **VANILLA MANGO**

Speaking of the gold of nature, how about trying another one of nature's finest treasures - MANGO VANILLA



#### **CARAMEL DATE**

If you liked the SLOW CRAFTED liquorice core with milk chocolate, you should try CARAMEL DATE

# MANGO VANILLA

## SLOW CRAFTED LIQUORICE



The magic moment where some of nature's most exclusive organic ingredients meet. For MANGO VANILLA, we have gathered some of nature's finest treasures: Fresh and fruity Alphonso mango and sweet Bourbon vanilla. By combining these with creamy white chocolate and a SLOW CRAFTED liquorice core, you will experience an intense yet smooth balance between fruity and sweet.

### AVAILABLE SIZES



**REGULAR**  
265 G



**REFILL**  
265 G

### INGREDIENTS



**ORGANIC SLOW CRAFTED**  
liquorice core



Sweet and creamy  
organic  
**WHITE CHOCOLATE**



Sweet notes of organic  
**ALPHONSO MANGO**



Sweet notes of organic  
**BOURBON VANILLA**

### SALES POINTS

- Alphonso Mango is considered one of the most exclusive mangos, when it comes to sweetness and overall taste.
- Vanilla pods come from the most beautiful flower in the world - the orchid. From the thousands of orchid varieties, Vanilla Planifolia Andrews are the only ones to produce an edible fruit.
- The SLOW CRAFTED liquorice core of MANGO VANILLA has a unique caramel-like texture, that combined with the sweet notes of chocolate, mango and vanilla creates the perfect taste balance.
- The jar is designed for re-use.

### FAMILY MEMBERS



#### **B - PASSION FRUIT**

If you like the sweet taste of exotic fruits, you should try B - PASSION FRUIT.



#### **CARAMEL DATE**

If you like sweet notes and the SLOW CRAFTED liquorice core, you should try CARAMEL DATE.

# CARAMEL DATE

## SLOW CRAFTED LIQUORICE



Enjoy organic sweets of nature in a surprisingly delicious combination. In CARAMEL DATE smooth dulce chocolate and crunchy Maldon sea salt flakes meet one of nature's sweetest treats: Deglet Nour dates, creating an incredibly creamy and indulgent experience. When you get to the core, you are met by the rich caramellike SLOW CRAFTED liquorice creating a lingering experience that leaves you longing for more.

### AVAILABLE SIZES



**REGULAR**  
265 G



**REFILL**  
265 G

### INGREDIENTS



**ORGANIC SLOW CRAFTED**  
liquorice core



Our own take on a  
creamy organic  
**MILK CHOCOLATE**



**MALDON**  
sea salt flakes



**ORGANIC DEGLET NOUR DATES**  
with an intense natural  
sweetness

### SALES POINTS

- For those who love our classics, such as D – SALT & CAMEL, would most likely love CARAMEL DATE as well – perhaps even more.
- Some people might get scared of the sound of “dates”. However, most people get very positively surprised when they taste CARAMEL DATE, as the dates together with the SLOW CRAFTED liquorice ensures a smooth and caramel-like experience, which most liquorice lovers truly adore.
- CARAMEL DATE is based on only carefully selected organic ingredients.
- The jar is designed for re-use.

### FAMILY MEMBERS



#### D – SALT & CAMEL

For another sweet and salty taste experience, you should try D – SALT & CAMEL.



#### MANGO VANILLA

If you like sweet notes and the SLOW CRAFTED liquorice core, you should try MANGO VANILLA.



# DARK TRUFFLE

## SLOW CRAFTED LIQUORICE



A delightful organic chocolate treat with a distinguished surprise at its core. Bite into this fine cocoa dusted DARK TRUFFLE to meet a thin layer of dark chocolate with fruity notes followed by a smooth layer of creamy milk chocolate. Then, as you just thought it couldn't get more delicious, you reach the chewy SLOW CRAFTED liquorice core and the enjoyment is complete.

### AVAILABLE SIZES



**REGULAR**  
265 G



**REFILL**  
265 G

### INGREDIENTS



**ORGANIC SLOW CRAFTED**  
liquorice core



Balanced organic  
**MILK CHOCOLATE**  
with notes of roasted  
nuts\* and caramel



Intense and fruity organic  
**DARK CHOCOLATE**



Dust of a rich and  
intense organic  
**COCOA POWDER**

### SALES POINTS

- DARK TRUFFLE is for the true chocolate lover, as it has nothing less than three layers of chocolate; milk chocolate, dark chocolate and cocoa powder.
- The idea of coating DARK TRUFFLE with cocoa powder came from the renowned Swedish chef, Niklas Ekstedt. He suggested that cocoa would be the perfect dust to DARK TRUFFLE in order to make it the perfect finish to a nice meal.
- The jar is designed for re-use.

### FAMILY MEMBERS



#### **F - DARK & SEA SALT**

If you love dark chocolate, you should try F - DARK & SEA SALT.



#### **A - THE ORIGINAL**

If you love milk chocolate, you should try our very first chocolate coated liquorice, A - THE ORIGINAL.

\*this product does not contain nuts

# ANNIVERSARY

## SLOW CRAFTED LIQUORICE



Some people like to keep it simple. A - THE ORIGINAL was the first product developed when Johan Bülow had the original idea to coat gourmet liquorice with chocolate. Simple, powerful and instantly addictive. For ANNIVERSARY, the original recipe is remastered in an all-organic variety celebrating the anniversary of LAKRIDS BY BÜLOW. Bite into a thin layer of fine liquorice powder, rich milk chocolate and a SLOW CRAFTED core of chewy liquorice all made exclusively with organic ingredients. Simple, perfected and just as addictive.

### AVAILABLE SIZES



**REGULAR**  
265 G



**REFILL**  
265 G

### INGREDIENTS



**ORGANIC SLOW CRAFTED**  
liquorice core



Creamy organic Belgian  
**MILK CHOCOLATE**



Organic fine  
**LIQUORICE POWDER**  
from liquorice roots

### SALES POINTS

- The core is slow crafted and has been slow cooked for 4 hours. The slow cooking process gives a caramel-like texture and a fantastic, intense flavour that's impossible for true liquorice lovers to resist.
- If you like A - THE ORIGINAL you have to try this slow crafted version of it
- The jar is designed for re-use

### FAMILY MEMBERS



#### **DARK TRUFFLE**

For the true chocolate lover, DARK TRUFFLE is the perfect alternative.



#### **A - THE ORIGINAL**

If you love milk chocolate, you should try our very first chocolate coated liquorice, A - THE ORIGINAL.

# STICKS

## SLOW CRAFTED AND ORGANIC



### SWEET (30g)

Enjoy the taste of SLOW CRAFTED liquorice in a STICK to enjoy how the smooth and chewy caramel-like texture melts in your mouth with every bite. Our organic sweet liquorice has been cooking for four hours creating a flavor where time is essence and patience is key. Our SWEET SLOW CRAFTED is the perfect treat for true liquorice lovers, where the winning combination of sweet liquorice and craftsmanship makes it almost impossible to resist.



### SALTY (30g)

When you try our SALTY SLOW CRAFTED we think you will discover taking it slow is not about doing less, but doing better. Enjoy our organic liquorice, cooked for four hours and combined with small crunchy flakes of Maldon sea salt. We think you will find that the chewy and powerful SALTY SLOW CRAFTED can be very addictive.



### STAUNING WHISKY (30g)

For this SLOW CRAFTED STICK, renowned Danish distillery, Stauning Whisky has created their first ever organic whisky New Make exclusively for LAKRIDS BY BÜLOW. In this extraordinary combination, the smokiness from the organic Whisky New Make blends perfectly with the smokey notes from the raw liquorice. It is all intensified by the caramel-like texture and powerful flavor of our SLOW CRAFTED liquorice.



### HONEY (30g)

In this organic SLOW CRAFTED STICK we have combined the intense notes of raw liquorice with the floral sweetness of honey to create a harmonious symphony, perfect for every sweet tooth. Our organic SLOW CRAFTED liquorice has been cooking for several hours and infused with organic honey from a local Danish producer. HONEY SLOW CRAFTED honours nature's golden elixir with real Danish Craftsmanship and lets you enjoy a smooth caramellike taste experience.



**LIMITED EDITIONS**

# STRAWBERRIES & CREAM

## CHOCOLATE COATED LIQUORICE

Discover a sweet synergy between tangy red strawberries, smooth cream and sweet liquorice. White chocolate brings it all together for an incredible taste experience of true Danish love.

### AVAILABLE SIZES



### INGREDIENTS



### SALES POINTS

- STRAWBERRIES & CREAM is inspired by the Danish summer classic "Strawberries with cream".
- Robbing hearts since 2019, STRAWBERRIES & CREAM has become a true love classic—an irresistible favourite even Cupid can't resist.

### FAMILY MEMBERS



#### B - PASSION FRUIT

Looking for a sweet and a bit fruitier alternative with a crispy sugar shell? Try B - PASSION FRUIT.



#### 3 - RED

If you like the sweet and fresh taste of strawberries, you should try 3 - RED.

# PEACHES

## CHOCOLATE COATED LIQUORICE

To some, the peach is the queen of fruits and we understand why. PEACHES combines the sweet notes of juicy peaches with a core of sweet liquorice, all smothered in soft white chocolate, a hint of salmiak and a touch of passion fruit. The crowning glory is a crunchy sugar coating for the final crunch.

### AVAILABLE SIZES



### INGREDIENTS



**1 - SWEET**  
liquorice core



Sweet and creamy  
**WHITE CHOCOLATE**



Fresh and fruity notes of  
**PEACHES**



**SALMIAK**  
powder

### SALES POINTS

- PEACHES with its fruitiness and sweetness is the perfect choice for new liquorice lovers.
- The smooth and sweet inside covered in a crispy sugar shell leaves anyone longing for more.

### FAMILY MEMBERS



#### **B - PASSION FRUIT**

If you like the combination between a fruity experience and a crunchy sugar shell, you should try B - PASSION FRUIT.



#### **MANGO VANILLA**

For another experience with exotic fruit, you should try MANGO VANILLA which has a SLOW CRAFTED liquorice core.



# CRISPY CARAMEL

## CHOCOLATE COATED LIQUORICE

Bite into a beautifully, speckled lightbrown shell and enjoy how silky dulce chocolate blends perfectly together with raw liquorice powder and a core of soft liquorice. Small flakes of sea salt complete the sensory experience.

### AVAILABLE SIZES



**MINI**  
12 G



**SMALL**  
125 G



**REGULAR**  
295 G



**ÆGG**  
480 G



**LARGE MIXED**  
550 G

### INGREDIENTS



**1 - SWEET**  
liquorice core



**DULCE CHOCOLATE**  
with a smooth  
caramelised taste



**MALDON**  
sea salt flakes



Raw  
**LIQUORICE**  
**POWDER**

### SALES POINTS

- CRISPY CARAMEL is the perfect choice for those who love a salty and caramelised liquorice experience.
- The name “crispy” comes from its crispy sugar shell. It takes up to 48 hours to create this crispy sensation.

### FAMILY MEMBERS



#### **E - SALMIK**

If you love a crunchy shell, indulge in our beloved E – SALMIK.



#### **D - SALT & CARAMEL**

If you are looking for flavours of caramel, you should try D – SALT & CARAMEL.

# CRUCHY TOFFEE

## CHOCOLATE COATED LIQUORICE

Enjoy a creamy sensation when you bite into the wonderful combination of delicious soft milk chocolate, crunchy caramel made of French butter and cream, completed by a core of salty liquorice. You simply can't have just one.

### AVAILABLE SIZES



### INGREDIENTS



### SALES POINTS

- Perfect combination between the salty liquorice core balancing the sweet notes from the milk chocolate and caramel.
- CRUCHY TOFFEE is a part of our EASTER collection.

### FAMILY MEMBERS



#### CARAMEL DATE

If you like caramel and the SLOW CRAFTED liquorice core, you should try CARAMEL DATE.



#### 2 - SALTY

If you are into salty notes, explore 2 - SALTY.

# LEMON

## CHOCOLATE COATED LIQUORICE

When life gives you lemons - combine them with Danish crafted liquorice. LEMON is a unique combination of salty liquorice and one of nature's freshest fruits: lemon. The liquorice core is swirled in luscious white chocolate, cream, and vanilla, to ensure the perfect balance between sweetness, sourness, and saltiness.

### AVAILABLE SIZES



**SMALL**  
125 G

**REGULAR**  
295 G

**LARGE MIXED**  
550 G

### INGREDIENTS



**2 - SALTY**  
liquorice core



Creamy  
**WHITE CHOCOLATE**



Fresh and fruity  
**LEMONS**

### SALES POINTS

- A salty liquorice core is chosen to perfectly balance the sweet notes from the chocolate and enhance the fruity notes from lemons.
- The recipe is based on a consumer proposal. We had a competition, where we together with the winner, created this combination of ingredients.

### FAMILY MEMBERS



#### **B - PASSION FRUIT**

If you are into fruity notes, you should try B - PASSION FRUIT.



#### **MANGO & VANILLA**

A sweet alternative with a SLOW CRAFTED liquorice core - MANGO & VANILLA.

# PINK PINEAPPLE

## CHOCOLATE COATED LIQUORICE

For some people pineapple is an unsurpassed fruit that hardly can get any better. Or can it? For PINK PINEAPPLE we have swirled sweet soft liquorice with fresh, exotic notes from pineapples and creamy white chocolate all enclosed by a delicate, pink sugar shell.

### AVAILABLE SIZES



### INGREDIENTS



### SALES POINTS

- PINK PINEAPPLE was first released as LAKRIDS LOVERS limited edition. The feedback from our community was clear - this exotic flavour is here to stay!
- The ultimate refreshing treat for those special summer days with family or friends - or maybe you just need something to take your taste buds on a deliciously sweet tropical getaway.

### FAMILY MEMBERS



#### B - PASSION FRUIT

If you are into fruity notes, you should try B - PASSION FRUIT.



#### C - SOUR STRAWBERRY

For an irresistibly unique taste, try another flavour chosen by our community.



