

DANISH CONFECTIONERY
LAKRIDS BY BÜLOW



WINTER CATALOGUE
2026



INTRODUCTION TO WINTER 2026

The heart of Christmas isn't in the doing, it's in the being.
This year's WINTER collection is filled with nostalgia,
warmth, and the true spirit of Christmas.

It's gourmet liquorice, carefully made with respect for
every ingredient. A celebration of heartfelt craftsmanship,
where flavour and passion come through in every bite.

Each variant brings surprising combinations and sensory
taste experiences that evoke memories and leave a lasting
impression. A collection made for everyone, yet touching
something uniquely special in each and every one.





CHERRY SOUR

Following positive feedback and high demand from our LAKRIDS LOVERS taste panel, we are delighted to introduce CHERRY SOUR as a new addition to this year's range of winter limited edition products.

LAKRIDS LOVERS SCORE

★ 4,6 / 5

NEW!



When Christmas traditions take on a new flavour



CLASSIC CARAMEL

12 g MINI - 115 g SMALL - 270 g REGULAR

Sweet licorice meets smooth dulce chocolate, paired with a touch of crispy sea salt flakes that add a delicate savoury twist. A rich and irresistible winter classic that never disappoints.



CHERRY SOUR

115 g SMALL - 270 g REGULAR

This treat combines sweet licorice smothered in creamy white chocolate with crunchy cherry granules. Light crispness complements the velvety texture. Meanwhile, the sweetness of sun-ripened, fruity cherries is balanced by the fresh acidity of dark sour cherries, creating a lovely flavour explosion.



Experience the taste of passionate craftsmanship



CRISPY RASPBERRY

12 g MINI - 115 g SMALL - 270 g REGULAR

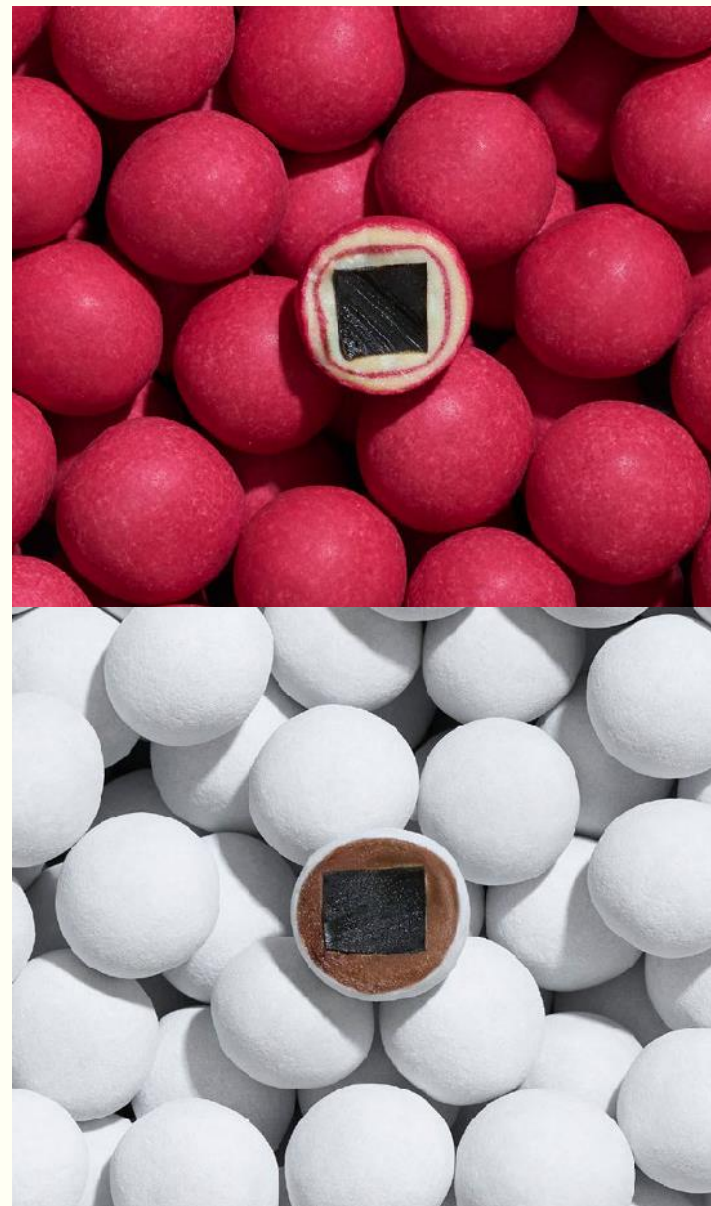
Soft, sweet liquorice coated in velvety white chocolate meets the fruity notes of delicate pink raspberry flakes and a subtle hint of strawberry. All hidden like a little present inside a satisfyingly crackling, crispy red sugar shell.



FROZEN MINT

115 g SMALL - 270 g REGULAR

FROZEN MINT is here to bring you the joy of a white winter. Treat yourself to sweet liquorice and soft milk chocolate with a hint of mint. A crispy shell of white sugar will make you think of the crackling sound of walking in freshly fallen snow.



LARGE MIXED

515 g LARGE



**Three favourites,
one perfect moment**



Taste experiences that bring people together

Introducing **LARGE MIXED**. A generously filled jar uniting three exceptional flavours in one refined selection. By pairing seasonal favourites with our community-approved **CHERRY SOUR**, we respond to the growing demand for curated variety with a premium feel. This distinctive addition is designed to elevate your assortment and inspire indulgent, multi-flavour purchases.



LARGE CLASSIC CARAMEL

515 g REGULAR



LARGE MIXED

515 g REGULAR

CHERRY SOUR – CLASSIC CARAMEL – CRISPY RASPBERRY



A thoughtful gift, full of flavour

The real magic happens in the quiet moments, beyond the season's hustle and bustle. Slow down and make room for what truly matters.

We've taken care of the rest.



SELECTION BOXES

The best gifts are the ones that linger long after the last bite. Our **WINTER** collection is filled with flavour, care, and the kind of moments that stay with you.



WINTER SELECTION BOX

325 g

CLASSIC CARAMEL, CRISPY RASPBERRY, CHERRY SOUR,
A – THE ORIGINAL, C – SOUR STRAWBERRY,
D – SALT & CARAMEL, E – SALMIAK and F – DARK & SEA SALT



SMALL WINTER SELECTION BOX

165 g

CLASSIC CARAMEL, CRISPY RASPBERRY,
CHERRY SOUR and DOUBLE CHOCOLATE

BEAUTIFUL
BOTH INSIDE
AND OUT.





WINTER GIFT CASES

It is often a small gesture that leaves a lasting impression. Our **WINTER GIFT CASES** perfectly accommodate our regular and small jars, adding a touch of elegance to any gift.

Please reach out to your sales representative for more information.

BLACK BOXES

Spoil someone special with our carefully crafted Danish liquorice confectionery presented in beautifully Christmas-inspired **BLACK BOXES**.

Available in a variety of options, each box features delicious flavour combinations from our **WINTER** collection, making them the perfect choice to suit every festive occasion - and an ideal gift for anyone who deserves a touch of seasonal indulgence.



3 DIFFERENT
INLAY DESIGNS



The most **tasteful** countdown
to Christmas, in a new design





**24 days.
Countless flavour moments.**



ADVENT CALENDAR

345 g

A classic Advent calendar filled with 24 sensory taste experiences. Each door unveils **two servings** of Danish gourmet liquorice. Perfectly balanced between classics from our permanent assortment and limited editions. The Advent calendar invites you to slow down, find moments of calm amidst the hustle and bustle of the season.

A Christmas icon in both shape and flavour



ADVENT CALENDAR

690 g

Embark on an exquisite gourmet journey through a winter wonderland with our unique **LARGE ADVENT CALENDAR**, in a design inspired by our iconic liquorice jars. Behind each of the 24 doors, you'll find **four servings** of Danish gourmet liquorice – from beloved favourites, to new sensory surprises specially crafted for this calendar. Perfect for sharing with loved ones or indulging solo.



FIRST MOVER

WHAT?

In the period **16th of September – 22nd of October 2026***, LAKRIDS BY BÜLOW has a first mover campaign on the Advent Calendars to kickstart sales:

Order an **ADVENT CALENDAR** or a **LARGE ADVENT CALENDAR** and get a complimentary small **D – SALT & CARAMEL** (115g).

HOW?

Partners can sign up to activate a similar campaign by placing a minimum pre-order for the full **WINTER collection**, latest **15th of August**. Reach out to learn more details.



**Or as long as stock is available.*

BOX OF MINIS

This box contains 60 individually wrapped **MINIS**, each containing 2 pieces of chocolate coated liquorice. Perfect for sharing, gifting, or savouring - one indulgent bite at a time.

Available with either **CLASSIC CARAMEL** or **CRISPY RASPBERRY**.



SKU OVERVIEW

Part 1 – Launch: Aug 26th



CLASSIC CARAMEL

12 g MINI - 115 g SMALL - 270 g REGULAR - 515 g LARGE



NEW!

CHERRY SOUR

115 g SMALL - 270 g REGULAR



NEW!

LARGE MIXED

515 g REGULAR



BLACK BOXES

CLASSIC CARAMEL & CHERRY SOUR
REGULAR/SMALL – REGULAR/REGULAR



SMALL WINTER SELECTION BOX

165 g



WINTER SELECTION BOX

325 g

SKU OVERVIEW

Part 2 – Launch: Sep 16th



CRISPY RASPBERRY

12 g MINI - 115 g SMALL - 270 g REGULAR

FROZEN MINT

115 g SMALL - 270 g REGULAR



LARGE BLACK BOX

4 x SMALL 2 x REGULAR



LARGE ADVENT CALENDAR

690 g



ADVENT CALENDAR

345 g



BLACK BOXES

CRISPY RASPBERRY & FROZEN
REGULAR/REGULAR – REGULAR/SMALL



BLACK BOXES

CLASSIC CARAMEL & CRISPY RASPBERRY
REGULAR/REGULAR – REGULAR/SMALL



BLACK BOX

4 x SMALL
ALL 4 WINTER VARIANTS

POS OVERVIEW

PART 1



Poster



A5



Round sticker



Poster



A5

PART 2

ADVENT CALENDAR



Poster



A5

LARGE ADVENT CALENDAR



Poster



A5



Permanent Greeting Cards

VISUAL MERCHANDISING



DECORATION - PART 2

As an iconic symbol of Christmas, this season we're bringing the magic of the holidays to life with two stunning table decorations. These desk decorations are crafted to beautifully complement the **WINTER** Collection, perfectly pairing with the packaging to enhance the overall aesthetic.





SECONDARY PLACEMENTS - PART 2

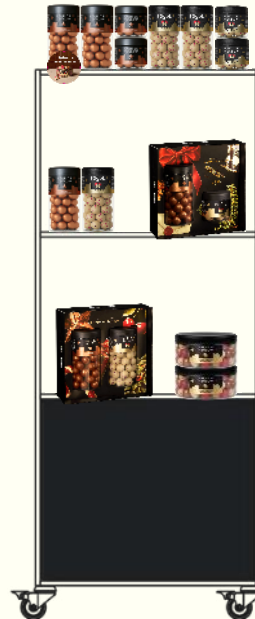
Create an effective eye-catching display by stacking the **ADVENT CALENDAR** into a tree-shaped formation

SHELF GUIDE

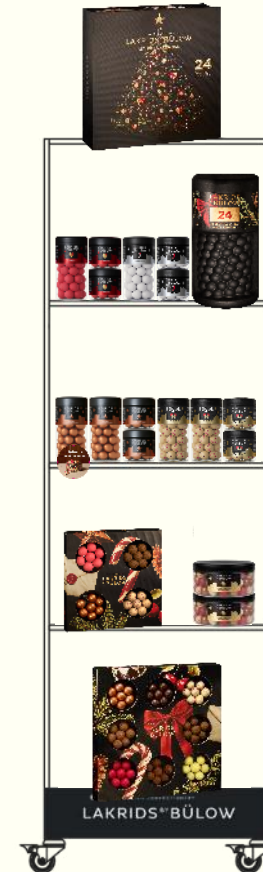
Combine regular-sized **WINTER** jars with products suited for gifting to inspire both self-consumption as well as gifting moments. Group products in sets of three to capture attention and use the Christmas tree table decoration to give the second placement an extra Christmas feeling. Keep hero products and best seller jars at eye level, and stack small jars on top of each other to highlight regular jars.



Part 1
AUG 26TH



Part 2
SEP 16TH





Stickers with festive messaging

This Christmas, we're excited to highlight our special sticker feature to showcase perfect gifting options from our festive **WINTER** Collection.

With so many ways to celebrate during the holiday season, we're here to help customers find the ideal gift. Whether they're shopping for a thoughtful Christmas present, a festive hostess gift, or a treat for holiday gatherings, our gourmet liquorice offers a unique and meaningful choice for loved ones.

To make it easier, we've added these eye-catching stickers to our price labels, guiding customers to the perfect Christmas-inspired gift.



LAKRIDS^{BY} BÜLOW
A GIFT FULL OF FLAVOUR

TIMELINE



PRE-ORDER

*Aug 15th



WINTER PART 1

Aug 26th



WINTER PART 2

Sep 16th

**To be part of the 'First Mover' GWP campaign, please place a minimum pre-order for the WINTER collection by 15 August. Contact us for more details.*

MARKETING SUPPORT

The launch will be supported through the following marketing initiatives.
Download product texts/sheets and campaign photos by scanning the QR code or clicking the link.



CONTENT & PRODUCT
CONCEPT & TAGLINES
PRODUCT APPEARANCE
CONTENT CREATION



RETAIL
IN-STORE SCREENS WITH
ANIMATED CONTENT / POS
VM MATERIAL
TASTINGS



PR & PRESS
PRESS RELEASE
INFLUENCER SEND-OUTS



E-COMMERCE
GIFTING
LANDING PAGE
DIGITAL BANNERS



SOME
VIDEO CONTENT HERO,
LIFESTYLE & STYLED PHOTOS



WHOLESALE
SALES & SOME KIT
POS & VM MATERIAL
BRAND ACTIVATIONS



KEY TAKEOUTS



ADVENT CALENDAR

A curated selection of Danish gourmet liquorice, beautifully packaged in a recyclable box. Designed to serve two, but perfect for enjoying solo.



LARGE ADVENT CALENDAR

Our iconic calendar offers 24 days of premium liquorice, featuring classic favourites and exclusive new flavours. With 4 servings per day, it's ideal for sharing - a standout piece in any festive assortment.



GIFTING

Ready-to-sell gift solutions in festive packaging. With options at multiple price points, our selection supports a wide range of customer needs.



ASSORTMENT

The WINTER collection includes CLASSIC CARAMEL, CRISPY RASPBERRY, FROZEN MINT, and the community favourite CHERRY SOUR. A strong seasonal lineup to suit every taste.





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



Contact us today at info@lakridsbybulow.com