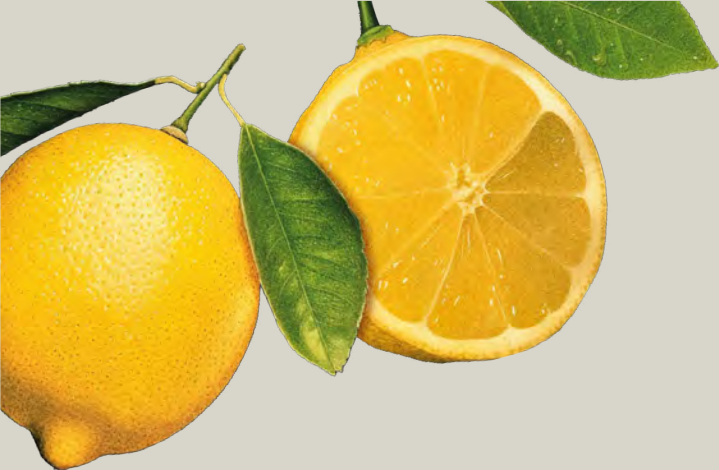


DANISH CONFECTIONERY

LAKRIDS BY BÜLOW



SUMMER CATALOGUE
2026



INTRODUCTION TO SUMMER 2026

Step into a lush oasis where vibrant colours, exotic blooms, and the rhythms of paradise come alive. Summer is the ultimate escape—a time to leave behind routines and embrace sun-soaked adventures filled with energy and joy.

Our SUMMER collection is packed with tantalising flavours, making it the perfect gift for any summer occasion—whether it's a wedding, graduation, summer party, or a thoughtful travel gift. Our gourmet liquorice is an unforgettable way to bring a touch of tropical bliss to any special celebration.





PINK PINEAPPLE

115 g SMALL - 270 g REGULAR

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.



LEMON

115 g SMALL - 270 g REGULAR

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.





MIXED

515 g MIXED LARGE

Get ready for a summer to remember with our new tropical and fruity mix, offering you the ultimate refreshing treats for those special summer days. This blend offers a delicious combination of sweet, sour and delicious flavours, featuring classic **LEMON** along with fan favourites **C - SOUR STRAWBERRY** and **PINK PINEAPPLE**, sure to sweep your taste buds away on a tropical getaway.



SUMMER SELECTION BOXES

Our tropical **SUMMER SELECTION BOX** is packed with some of our all-time fruity favourites: **PEACHES, PINK PINEAPPLE, C - SOUR STRAWBERRY**, and **LEMON**, all made from the finest natural ingredients. This box brings the taste of paradise to every bite, turning every moment into a mini vacation. Perfect for celebrating weddings, graduations, and summer parties, or as a thoughtful travel gift, it's an unforgettable way to add a touch of tropical bliss to any special occasion.



SUMMER SELECTION BOX

175 g

PEACHES, PINK PINEAPPLE,
C - SOUR STRAWBERRY and LEMON

BLACK BOXES

Give the gift of paradise with our exclusive **SUMMER BLACK BOXES**. Fruity flavours and exotic notes transport you from the everyday into the refreshing, vibrant world of tropical bliss - perfect for sharing or treating someone special.



REGULAR & REGULAR

270 g / 270 g

LEMON & PINK PINEAPPLE



REGULAR & SMALL

270 g / 115 g

LEMON & PINK PINEAPPLE



3 x SMALL

3 x 115 g

LEMON, PINK PINEAPPLE
& C - SOUR STRAWBERRY

GIFT CASES

With the **SUMMER GIFT CASE**, we are offering customers a 'Grab n' Go' solution that seamlessly combines convenience and style. Designed with eye-catching packaging, this gift case is perfect for those who want both the ease of a quick purchase and the sophistication of high-quality packaging. It accommodates one regular jar or two small ones, offering flexibility while maintaining a sleek, summer-inspired aesthetic.

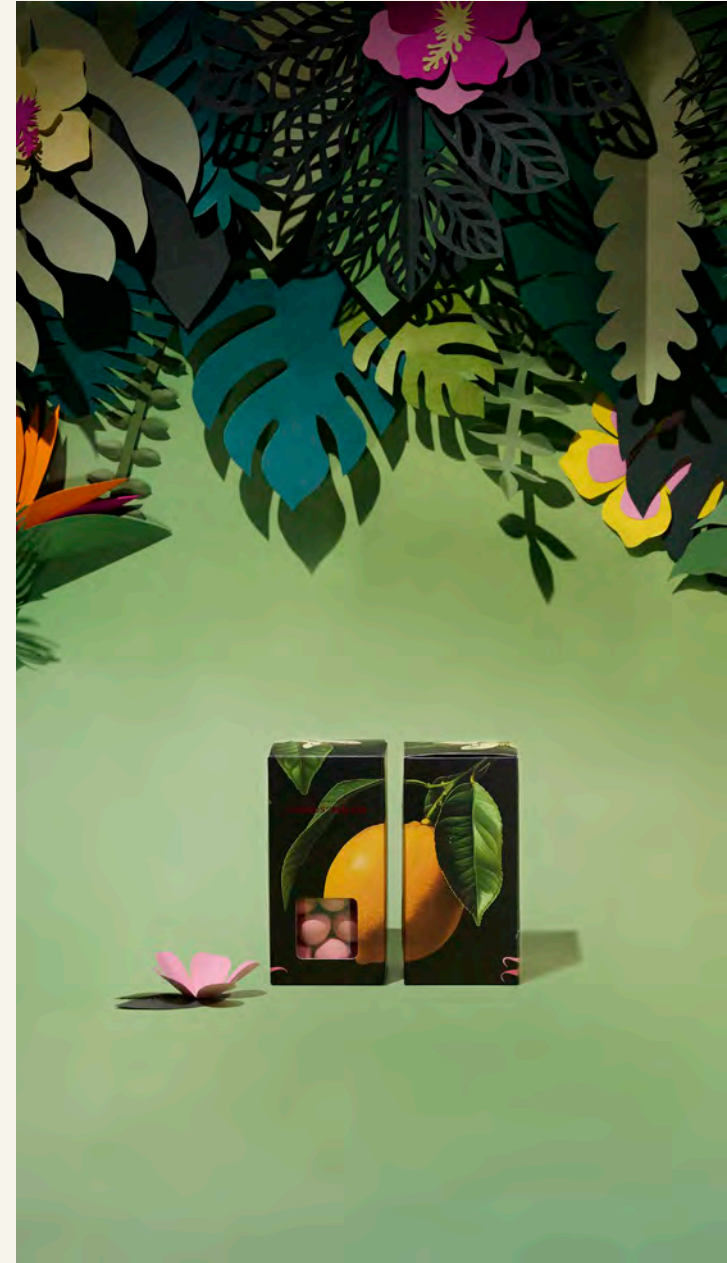
Please reach out to your sales representative for more information.



SUMMER GIFT CASE

Fits 1 REGULAR jar or 2 SMALL jars

**Please note that the products themselves are not packaged in gift cases. Gift cases are available to order separately.*



SKU OVERVIEW

LAUNCH: MAY 14th



PINK PINEAPPLE

115 g SMALL - 270 g REGULAR



LEMON

115 g SMALL - 270 g REGULAR



MIXED LARGE

515 g LARGE



BLACK BOXES

REGULAR/SMALL – REGULAR/REGULAR – 3xSMALL



SELECTION BOXES

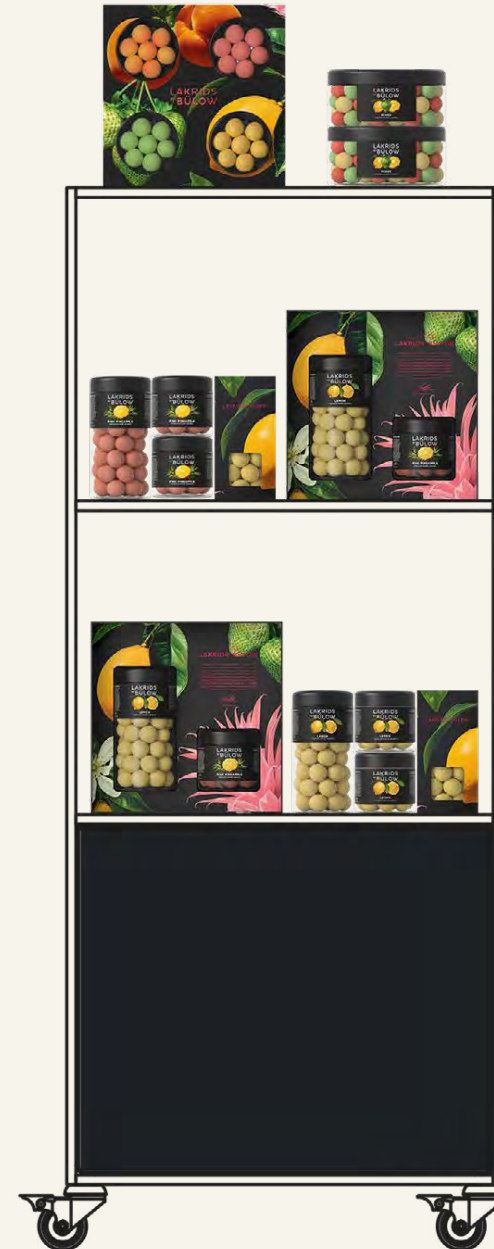
175 g

VM & SHELF GUIDES

This year, our visual merchandising focuses on showcasing our stunning summer packaging, making it the highlight of every display. With its vibrant colours and an elegant design, the packaging beautifully captures the spirit of summer. Each item is wrapped in a fruity design inspired by the flavours of the collection, enhancing the store's visual appeal and serving as a lovely addition to our permanent assortment.

SHELF GUIDES

Combine regular-sized SUMMER jars with products suited for gifting to inspire both self-indulgence and memorable gifting experiences. Arrange the products in sets of three to draw attention, ensuring that hero products and best-selling jars are displayed at eye level. Additionally, stack smaller jars on top of each other to emphasise the size of the regular jars.



VISUAL MERCHANDISING

This year, our visual merchandising celebrates the season of sunshine with the vibrant SUMMER collection as the focal point of every display. With its lively colours and tropical design, the packaging perfectly captures the essence of the season. Each product is elegantly wrapped in tropical fruit-inspired designs that evoke the refreshing flavours of summer. The entire SUMMER collection enhances the store's visual appeal, offering a refreshing addition to the permanent assortment.



LEMON DESK DECORATION (Part of VM)

Bold in colour, bolder in flavour. What better way to introduce the SUMMER collection than with a stunning desk decoration? This desk decoration is designed to beautifully complement the products, perfectly pairing with the SUMMER packaging to enhance the overall aesthetic.



POS OVERVIEW

NO DOUBT

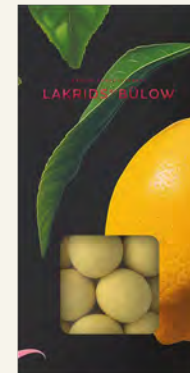


Poster

SUMMER GIFTING



Poster



SUMMER GIFT CASE



A5



Permanent greeting cards



ACTIVATIONS

We're delighted to support you in planning any event or competition. Whether it's a tasting session, a competition, or another initiative, we're ready to contribute and help create an unforgettable experience for your customers. Please get in touch with your sales representative for more information.

STICKERS

This summer, we're excited to showcase our sticker feature to spotlight gifting options from our vibrant **SUMMER** Collection. With so many occasions to celebrate during the sunny season, we're here to help customers find the perfect gift. Whether they're shopping for a memorable birthday surprise, a thoughtful hostess gift, or a treat for summer weddings and gatherings, gourmet liquorice stands out as 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 ideal summer-inspired gift.

We have added the stickers to our price labels.

LAKRIDS[®]BÜLOW

NEW FLAVOUR

LAKRIDS[®]BÜLOW

A TASTEFUL GIFT
FOR ANY OCCASION

LAKRIDS[®]BÜLOW

THE PERFECT SUMMER GIFT



KEY TAKEOUTS



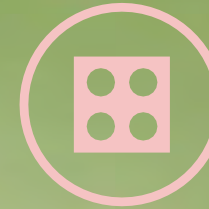
PRODUCTS

We're reintroducing PINK PINEAPPLE and LEMON as the flavours of the season. Enjoy the tropical duo with exotic pineapple note and refreshing lemon. A paradise for your taste buds. Vacation vibes for your senses.



GIFTING

Our SUMMER collection is packed with tropical and tantalising flavours, making it the perfect gift for any summer occasion - whether it's a wedding, graduation, summer party, or a thoughtful travel gift. Our gourmet liquorice is an unforgettable way to bring a touch of tropical bliss to any special celebration.



PACKAGING

With its fresh colours and tropical-inspired designs, each product transports customers to a tropical paradise, bringing the warmth and energy of summer to life. This collection is crafted to capture attention, enhancing the shopper experience and encouraging customers to indulge in the vibrant flavours of the season.





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

Contact us today at info@lakridsbybulow.com