

Nordic Gourmet Wine Gum Handmade in Denmark



There are many who can't eat wine gums because of the ingredients often used in producing them like animal gelatine, artificial colouring and gluten. This is why Danish wine gum producer Wally and Whiz decided to make a wine gum available for everyone, regardless of taste, intolerance, age, religion or geographical origin.

The wine gums are 100% vegan and contains no additives, gluten or artificial colours. This ensures that virtually anyone can eat them anywhere. And the product is not only meant to be eatable by anyone – it's a top shelf gourmet wine gum with the best ingredients and some experimental tastes such as apple/yuzu, liquorice/sea buckthorn or peach/bergamot.

From apartment experiments to worldwide wine gums

Wally and Whiz originated in a small apartment in Copenhagen where the founder started his mission to create a wine gum suitable for gourmet shelves all over the world. Through trial and error, Wally and Whiz developed its first product for sale in a local speciality store. Today, Wally and Whiz wine gums are available in more than 800 stores in about 30 countries with a production line that makes 2,000 cans a day. The next step on their journey is to strive to be organic in 2021.

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Start small, dream big

Denmark's culture for entrepreneurship and innovation seeps through all layers of the food cluster. From well established industrialised food companies to ambitious and agile start-ups, we're always trying to come up with new innovative and tasty food products and solutions. Denmark's culture for entrepreneurs fosters a mindset, where there is never a long way from idea to execution – or national to international markets.