

proviant®



Something is cooking in the kitchen... As we have prepared a new collection for you.

With our new delicacy line Proviant® you can invite your guests to the table with tasty delights from our Danish backyard. Because we are not just looking at distant horizons for extra delicious delicacies and specialties with an exotic touch. No, for us, the local is exotic, and therefore the line is developed in collaboration with mainly local, Danish suppliers.

With Proviant®, we have been inspired by the historical Vikings of Ribe, who appreciated a good meal, a well-stocked pantry and to supply well before an adventure at sea. The inspiration is also quite literal, as Proviant® happens to be the Danish word for "food supply". In addition, we have been reminiscing about the time, when Ib Laursen ApS was still in its early years, setting out as a grocer's shop in one of Ribe's narrow streets, where delicacies and specialties often changed hands across the counter.

With the help from passionate suppliers, we highlight the best from the Nordic countries and our own latitudes in this delicious collection of marmalades, spices, syrups, teas and conventional food, spiced up with little wonders from excellent food partners around the world. The result is a tasty collection of unique products made with transparency and love to bring joy to the table. A collection based on tradition with a modern twist. The delicacies are easy to use and prepare, so you can invite even unexpected guests to experience wonderful taste sensations around the table, the picnic blanket, the tapas plate, for the breakfast in bed, for the outdoor lunch or at any given opportunity.

In other words, with Proviant® you can spice up your everyday cooking and season the party with delicious food and delicacies - leaving taste and hunger for more ...

