



Morellbrus: autumn's new release made from Norwegian cherries that would otherwise go to waste

Every year, large quantities of Norwegian cherries go to waste. Fruit that falls to the ground, gets left hanging on the trees or for other reasons can't be sold as ordinary retail produce still has both flavour and quality.

Klokk & Co wanted to do something about that.

Norwegian cherries get a new life as soda

Our new Morellbrus is made with Norwegian, sun-ripened cherries – including fruit that otherwise wouldn't be used.

Instead of letting good ingredients go to waste, we use them to make a refreshing soda with a clear cherry taste.

To us, it's a fairly simple idea: use more of what's already grown, and throw away less.

Tastes like cherry!

The cherry soda has a distinct berry character, good freshness and just the right amount of sweetness. The goal has been to make a soda where the Norwegian fruit actually plays the leading role.

A Norwegian soda made with Norwegian ingredients, and with a slightly better story than the fruit ending up on the ground.