

# Macarn



## Background

Naturfrisk Group wanted to create a new digital presence for its Macarn Brand.

Macarn known for its organic sodas and sirups made from ingredients without any pesticides, artificial coloring or flavor enhancers is the perfect cocktail mixer, and Naturfrisk wanted to push this selling point to the market.

Having worked with us before, on the Nyborg Distillery brand, it was a natural choice for Naturfrisk Group to continue working with Ovdal on the Macarn site.

## Solution

The result is an engaging brand site that not only presents the core products, but also invites the user into a cocktail universe built together with the Nyborg distillery brand, with recipes for classic as well as new and exiting cocktails to be mixed with the Macarn products.

Ovdal built the Macarn site on the same Umbraco platform that were chosen for Nyborg Distillery. This makes for a seamless integration, which even lets you shop for both Macarn and Nyborg Distillery products via the Coctail universe.

## Contact

*It you want to learn more about this Case, or perhaps maybe you have a new project or startup that needs a strong digital partner? Then don't hesitate to contact Mathias Ovdal on mobile 26 30 35 15 or via [mathias@ovdal.dk](mailto:mathias@ovdal.dk)*