



The World's Favourite  
Belgian Chocolates

**Chinese consumers will be soon tempted by  
the World's Favourite Belgian Chocolates**

## Guylian at World Expo Shanghai 2010

**As a leading international Belgian chocolate brand, Guylian will be present at World Expo Shanghai 2010, as part of the Belgian Chocolate Corner in the Belgian Pavilion. It will be the impulse to further develop Guylian's presence in Asia and have Chinese consumers discover, taste and enjoy our Belgian chocolate creations.**

Established together with three other world known brands - Barry Callebaut, Godiva and Neuhaus, and in cooperation with the Royal Association of Belgian Chocolate Makers and Confectioners – the Belgian Chocolate Corner is sure to be one of the top attractions of the Expo with on-site demonstrations of Belgian Chocolatiers, free sampling and a range of fine Belgian chocolate products for sale. World Expo Shanghai 2010 aims to be the democratisation of Belgian chocolates in China.

### **Guylian is growing in China**

Guylian has been exporting to China since 1991. Now, as one of the only Belgian chocolate brands, we are sold in many parts of China, including department stores (shop in shop concepts for example Maxmile boutique), specialty food outlets, modern trade channels, airports (For example Yantai airport, Jinan airport, Rongcheng border, ...) and even on the very popular C2C 'Taobao' websites (online shopping channel).

### **Guylian Chocolate Sea Shells for Shanghai**

At the Expo Guylian will focus on its world famous Guylian Belgian Chocolate Sea Shells. These authentic seashell shaped chocolates are Guylian's flagship product being appreciated for their premium quality and great taste in over 100 countries around the globe. During four weeks of the Expo, Guylian's Master-Chocolatier will be giving live chocolate demonstrations. Products on sale will be the Original Guylian Chocolate Sea Shells (250g and 375g Perles d'Océan golden box) as well as the Extra Dark Sea Shells (65g, 125g and 250g).

"We believe the Expo is the beginning of a new era in China and we wish to grow hand-in-hand with the promising country. As quality is our top priority, we are very confident that more and more Chinese consumers will appreciate the great Guylian taste. In the near future we will work even more closely with our local trade partners and bring new chocolates and packaging concepts to the Chinese market," comments Steven Candries, Export & Travel Retail Director at Chocolaterie Guylian, Belgium.

**For further information, please contact:**

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