



Guylian tempts with indulgent new Belgian chocolate creations

**ISM 2008 – booth: Hall 10.2 – C 031 – C 039
27 January 2008 – Sint-Niklaas, Belgium**

Guylian, the World's Favourite Belgian Chocolates, continues to perform strongly in the confectionery sector. It is widely recognised as the number one Belgian chocolate brand, appealing for gifting and sharing occasions as well as a popular choice for an indulgent treat. For the 2008 Christmas season, Guylian introduces again innovative products in distinctive and eye-catching packaging delivering as always on the brand promise of great taste.

Guylian's Temptations

Guylian has always had numerous luxurious gift boxes, but never before did such a box contain two variations of Guylian's well known seashell shaped chocolates. Next to the original Sea Shells with in-house made hazelnut praliné filling, the Guylian's Temptations gift boxes offer a 70% dark chocolate seashell.

Dark chocolate is experiencing massive growth and increasing interest all over the world because of its health properties. Dark chocolate was therefore a natural choice of variant for Guylian as its Seashells have always been made with a blend of dark, white and milk chocolate resulting in a marbled effect. Guylian moreover chose for a dark chocolate with the high cocoa percentage of 70% to enhance the health benefits and deliver a unique taste experience. The new Extra Dark Guylian Sea Shells have a smooth chocolate truffle filling.



Guylian's Temptations is available in two popular gift formats: 220g and 345g.

Gift wrapped Belgian chocolates

For formal gifting occasions, there is a growing trend for wrapped boxes which make perfect 'ready-to-give' gifts for time-poor consumers. Especially for formal gifting occasions, consumers want premium products which are beautifully packaged, are recognised brands and deliver a great taste. Next Christmas, Guylian offers gift wrap boxes finished with real ribbons for its three main chocolate lines: Original Praliné Sea Shells, La Trufflina – dark, milk and white Belgian truffles, and Opus – our assortment with 8 master pieces in finest Belgian chocolate. They are all branded with a silky Guylian brown ribbon and carry a product booklet with a convenient "To...From..." form making it the perfect gift for family and friends.



New selection and refreshed design of Guylian Belgian Chocolate twistwraps

Next to the traditional gift boxes, Guylian also has a range of Belgian Chocolate twistwraps, which is unique in the segment because of its distinctive seahorse shape, the premium Belgian chocolate and the deliciously tasting fillings. It's a selection of 6 different fillings of which one is new: a shell in Belgian dark chocolate with 70% cocoa, combined with a filling of dark chocolate ganache – responding to the worldwide consumer demand for more dark chocolate.

The packagings of the full range has also been restyled, positioning Guylian Belgian Chocolate twistwraps even more as premium and luxurious, without losing the special shaped boxes and the recognisable brand icon, the chocolate seahorse.

International market research¹ has shown that Guylian twistwraps are perceived as top quality in all its aspects, bought for gifting as well as for sharing and self-indulgence. The premium image and the Belgian heritage intensify the emotional value of the gift or the sharing and entertaining moment. In case of self-indulgence, it is above all a special everyday treat and an affordable luxury.



¹ Censydiam Research 2007

Next Christmas, Guylian offers a new limited edition packaging for: a beautiful seahorse box which is a luxurious special shaped box offering 180g delicious Guylian twistrapped chocolates.



About Guylian

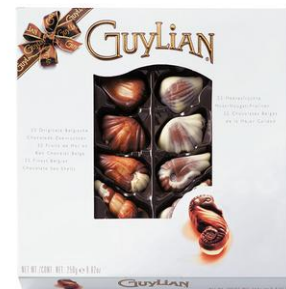
Guylian is the market leader in boxed chocolates in Belgium with a total worldwide turnover of 120 million US \$ (2007). Guylian was founded as a family business in 1960 and remains a private company. With a team of 250 employees Guylian produces a wide range of Belgian chocolates in a state-of-the-art factory in Sint-Niklaas (Belgium), whilst still respecting its traditional chocolate-making heritage.

Guylian exports to 112 countries on the European, Asian, Oceanic and American continent, giving a total export percentage of 96%. There are Guylian sales teams in the UK, USA, France, Germany, Austria, Portugal, Spain, Poland and Japan. Guylian products are available in all major supermarkets, department stores, chocolate specialty stores, travel retail and duty free shops.



Around the world, Guylian is synonymous with quality Belgian chocolate. Quality is our first priority. A unique blend of West-African cocoa beans forms the basis of our premium Belgian chocolate, made with 100% cocoa butter. Only the best hand selected hazelnuts from the Mediterranean are used for the roasted hazelnut praliné filling of our world famous Chocolate Sea Shells.

The Belgian Chocolate Sea Shells remain Guylian's star product. The hazelnut praliné filling is still produced according our unique recipe in the age-old traditional manner, a heritage of the company's founding father. Our well-kept secret method of roasting and caramelizing hazelnuts gives Guylian chocolates their signature taste. A distinctive blend of the finest Belgian milk, dark and white chocolate gives Guylian Sea Shells their characteristic marbled look. Guylian Belgian Chocolate Sea Shells are the number one Belgian boxed chocolate brand distributed in travel retail and duty free shops.



Guylian's Commitment to Conservation

Marine life is threatened around the world. Project Seahorse is dedicated to preserving seahorses and other marine life across the world. Guylian provides vital long term support for this crucial work and is a major partner since 1998.



Project Seahorse was established in 1996 in response to the growing danger to seahorses from overfishing, incidental catch in non-selective fishing gear and the destruction of coastal marine habitats. More than 25 million seahorses - both dead and alive - are traded globally each year. The vast majority used in traditional medicines, but the aquarium and souvenir trades also put heavy pressure on the species.

Project Seahorse engages in research and marine conservation at scales ranging from community initiatives to international agreements. Project Seahorse is based at the Fisheries Centre, University of British Columbia (Canada) and has team members working in Australia, Canada, Hong Kong, Philippines, Portugal, UK and the USA.

Seahorses function as the flagship symbol for a wide range of marine conservation projects. These magical but fragile creatures are a good indicator of healthy coastal ecosystems. Saving the seahorses means saving the seas!

Project Seahorse and Guylian agree on the importance of seahorses as a sign of quality – whether it's for fine Belgian Chocolates or as an indicator of healthy coastal seas. Every time you buy a box of Guylian Belgian Chocolate Sea Shells, you are supporting Project Seahorse.

To find out more about Project Seahorse, visit www.projectseahorse.org.

* * *

For further information, visit our website www.guylian.be or contact:

Mieke Callebaut
Chocolaterie Guylian
Europark Oost 1
9100 Sint-Niklaas
Belgium
Tel: +32 3 760 97 00
E-mail: mieke.callebaut@guylian.be

* * *