



# Guylian Belgian Chocolates for every day of the year

*Sint-Niklaas, Belgium*

Whether it's Christmas, Easter, Valentines or any other day of the year, enrich your day with a delicious Guylian Belgian chocolate. Guylian offers premium chocolate creations for every gift occasion, every family celebration, every day you feel like indulging yourself. Discover, taste and enjoy!

## Guylian Chocolate Sea Shells with Praliné Filling

The Belgian Chocolate Sea Shells with their unique Hazelnut Praliné Filling remain Guylian's flagship product. Even after more than 45 years, Guylian Sea Shells are still made with the same dedication and the original recipe of the company's founding father. The unique taste is achieved thanks to the use of premium Belgian chocolate made with 100% cocoa butter and the Guylian hazelnut praliné filling. Guylian Sea Shells are recognized by their marbled look and blend of finest Belgian milk, dark and white chocolate.

### **The World's Favourite Belgian Chocolates**

Guylian Chocolate Sea Shells are the Nr 1 best distributed Belgian boxed chocolate brand in all travel retail/duty free stores worldwide. They also enjoy the highest brand awareness and likeability of all Belgian chocolates.

**NEW**

### **New Christmas edition**

For this year's Christmas the Guylian Chocolate Sea Shells carry a new luxurious and stylish sleeve. Twinkling golden stars and warm colours make this box the perfect gift for Christmas!



## Guylian Twists, chocolate seahorses in 6 flavours

Guylian Twists are an assortment of individually wrapped bite size Belgian chocolates, being the ideal indulgent treat for sharing at a party. The secret of Guylian Twists – like all Guylian products – is the absolute great taste. Guylian Twists are exclusively made with premium Belgian chocolate and manufactured in Belgium. Guylian Twists come in six delicious flavours: the original Guylian hazelnut praliné, smooth milk chocolate truffle, creamy strawberry, fresh orange cream, crispy caramel and mild cappuccino. The Guylian seahorse shapes are moulded in dark chocolate, milk chocolate with the famous Guylian marbled finish. They also carry the Guylian “G” signature to guarantee their quality.



When launched Guylian Twists was named 2004 Product of the Year in the USA in the upscale/gourmet chocolate category by PROFESSIONAL CANDY BUYER magazine. This award confirms that buyers, distributors, brokers and journalists in USA recognize and appreciate Guylian's quality, innovation, delicious taste and Belgian heritage.

Also for Guylian Twists, Guylian has developed new gift packs, for example a Christmas or Easter Presentation Bowl.



## Guylian Bar Range

Next to the gifting and sharing segment, Guylian also offers premium Belgian chocolate creations in the bar segment. First of all there is the 40g Sea Shell Bar, a milk chocolate bar filled with the famous Guylian hazelnut praliné and decorated with the famous seashell shapes. It's the ideal self-indulgent snack for at home, in the office or on the road. They also come in three other delicious flavours: Creamy Strawberry, fresh Orange cream with Dark Belgian Chocolate and Milk Chocolate Truffle.





**NEW** If you're looking for an every day chocolate treat at breakfast or lunch, choose our 200g Guylian bars. Each individual piece of the bar is signed with the Guylian logo, the guarantee of an absolute great taste in every bite. In response to the growing trend towards dark chocolate, Guylian added a sixth flavour to its assortment: extra dark with 70% cocoa percentage, for a strong Belgian chocolate experience. Other variations are Milk, Dark 56%, Milk with Hazelnuts, Dark with Hazelnuts and Milk with Hazelnuts and Raisins.

## Luxurious gift boxes: for every occasion

In the assortment segment, Guylian presents a broad range of luxurious gift boxes, with a refined selection of Guylian Sea Shells, Belgian Opus pralines and La Trufflina truffles. In addition to our Belgian Classics, Les Exclusives and Gourmet assortments we have developed for 2007:

**NEW** For dark chocolate lovers there is a new Guylian Solitaire gift box, offering plain dark chocolate squares in three variations and origins: Asian Dark 56% cocoa, Aztec Gold (65% cocoa) and African Ebony (70% cocoa). In December 2005 Guylian Solitaire (250g) was selected by the Buyers' Forum in Frontier Duty Free magazine as one of the best new products of the year.

**NEW** Guylian presents a new ballotin with an assortment of La Trufflina truffles: dark, white and milk chocolate truffles, made of premium Belgian chocolate, with a smooth milk chocolate truffle filling. Elegantly wrapped in gold with a brown ribbon, this ballotin makes the perfect gift for Christmas, Easter and Mothersday.



## Make your Valentines a great tasting day

Discover Guylian's Valentine range: Guylian Belgian Chocolate Sea Shells in a seductive Valentine sleeve, Guylian Twists is a stylish heart shaped box, Chocolate Hearts with Praliné filling in our luxurious 'I love you' box.



## About Guylian

The story of Chocolaterie Guylian began in 1960 with the marriage of Guy and Liliane Foubert; Guylian being a combination of their first names and today the next generation continues the Guylian tradition as a private family company.

Guylian's chocolates are made exclusively and only from Belgian chocolate in Belgium and are sold worldwide in 104 countries. Guylian exports to all markets of the European Union, to Asia, Australia and America and has own local sales teams in the UK, France, Germany, Austria, Portugal, Spain, Italy, Poland, Japan and the USA. Guylian sales are 96% exported outside Belgium, which means that exports are of vital importance to Guylian.

Up to 75 tonnes of fine Guylian chocolate specialities are produced in Sint-Niklaas every day, in a production area of 27.000 m<sup>2</sup>. The Guylian group has a total worldwide turnover of 120 million US \$ (2005). Guylian is today the leading manufacturer of branded boxed chocolates in Belgium(\*). With a team of 250 employees, Guylian produces a broad range of Guylian creations that have made the family business a well-known brand all over the world.

Guylian Chocolate Sea Shells are the n° 1 best distributed Belgian Chocolate brand in all travel retail/duty free stores worldwide (\*\*) and Guylian holds the 9th place of all confectionary brands in distribution and sales in Travel Retail and Duty Free Shops. The Travel Retail market realizes 10% of all Guylian sales. More than 60% of all international Travel Retail Shops sell Guylian Chocolates. Therefore Guylian is truly an excellent ambassador for Belgian quality chocolates.

Guylian is the best sold and distributed Belgian Chocolates brand reported by Nielsen/IRI for the key chocolate markets: USA, UK, Germany, Australia, Holland, Belgium, France, Portugal, New Zealand, Austria and Canada.

Worldwide Guylian is also present in the most prestigious department stores and speciality food stores with a wide range of chocolate gift products.

(\*)Trends Top 30.000 of all Belgian companies

(\*\*) Generation Report 2003, 2005

## Guylian Quality

Guylian creates all its great tasting Belgian chocolates by using only the finest Belgian chocolate, always made with 100% cocoa butter. Guylian uses a unique blend of cocoa beans from West Africa and the home made praliné filling is sourced from top quality hazelnuts from the best Mediterranean growing regions of Turkey and Italy.

Guylian is the only Belgian chocolatier manufacturing its own praliné. The traditional recipe with the unique system of roasting and caramelizing hazelnuts developed by Guylian, result in the delicious praliné filling. It's loved by chocolate connoisseurs throughout the world.

## Certificates

2005: Guylian obtains the BRC (British Retail Consortium) rate A Certificate

This British organization has established standards that a food producer must fulfil in order to be allowed to provide to the large English hypermarkets. More and more, the BRC standard is required internationally. The rate A Certificate is the highest level in the new grading system of quality standards.

2002: the ISO 9002 certificate was upgraded to ISO 9001 version 2000. This includes the product development department. Guylian holds the ISO (International Organization for Standardisation) certificate since June 1996.

## Guylian Belgian Chocolate Café

Guylian is proud to present its first Guylian Belgian Chocolate Café in Antwerp, Belgium, located in the trendy neighbourhood of the Bourla Theatre right in the city center. Guylian's Belgian Chocolate Café is much more than a cosy coffee house. It offers a complete range of fine desserts and fresh breakfast and lunch dishes. It's the ideal place to discover, taste and enjoy Guylian's creations in Belgian chocolates.

Guylian has called in Belgian chef Peter Goossens of restaurant 'Hof van Cleve' (three Michelin Stars restaurant) to design the exclusive recipes; all based on the Guylian high quality ingredients. Peter Goossens' contemporary cuisine is an enduring tribute to good taste and modernisation in all its facets, with respect to traditional flavours. It's the guarantee for innovative and tasteful creations in viennoiserie, ice cream, milk shakes, desserts and chocolate specials.



## 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.

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.

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 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, U.K. and the U.S.A.

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](http://www.projectseahorse.org).

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**For further information, visit our website [www.guylian.be](http://www.guylian.be) or contact:**

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