

# GUYLIAN

The World's Favourite  
Belgian Chocolates

## Guylian Belgian Chocolate Sea Shells with fresh creamy LIME filling

### Indulgence and freshness



Guylian is the market leader in the chocolate seashell segment. Over 40 years ago we were the first brand to create chocolates in the shape of seashells. Today, Guylian Sea Shells are instantly recognisable in shape and in taste. The seashell shapes are true works of art, beautifully sculptured and brilliantly shining with a marbled shell. Only the finest premium Belgian chocolate made from 100% cocoa is used to produce our famous chocolate Sea Shells. But our most famous ingredient is our delicious hazelnut praliné filling. Hand selected hazelnuts are roasted and caramelised in the old age traditional manner, according to Guylian's original recipe. The result is an irresistible taste, an absolute treat.

Guylian's chocolatiers have a strong tradition in creativity and innovation through exciting new fillings. Following the success of the Sea Shells with Strawberry filling, Guylian now launches dark chocolate Sea Shells with lime filling.



**The Guylian Sea Shells with Lime have a shell of premium dark Belgian chocolate (49% cocoa) and a fresh, creamy filling made with finest Belgian white chocolate and natural lime extract.**

The Guylian Sea Shells with Lime are certain to be a huge sales hit. Crispy and smooth in texture, the filling strikes a perfect balance, with the sharpness of the lime complementing the sweetness of the white chocolate. This new product is fully in line with two key trends in the marketplace. There's a growing demand for dark chocolate because of its health benefits and limes are also an increasing popular fruit.

Hip and trendy, healthy and tasty, the fruit is used in many food and drink recipes. And its taste is a perfect match for dark chocolate!

The Guylian Sea Shells with Lime come in an 11 piece trial pack. The packaging is in line with the well-known Guylian design: a window giving a clear view on the product, a gold foil logo to support the premium positioning, and the seahorse image as the brand icon. The fresh green colour combined with Guylian's trademark darker brown, makes this box a surprising eyecatcher on shelf, and also communicates the product's identity. New displays with trendy designs are available for additional off shelf visibility and will attract consumers ready to discover, taste and enjoy another new Belgian chocolate creation from Guylian. The Guylian Sea Shells with Lime are certain to create extra sales opportunities during the spring and summer season.

*Guylian is the world's leading brand of premium Belgian boxed chocolates. This family-owned Belgian company exports to 112 countries. Guylian first became known for its exquisite Guylian Sea Shells, the original Belgian chocolate seashells with hazelnut praliné filling. Today, the company offers a broad range of boxed chocolates, individually wrapped chocolates and chocolate bars. More information on [www.guylian.be](http://www.guylian.be).*



\* \* \*

**For further information please contact:**

Mieke Callebaut  
Sales & Marketing Director Europe  
Europark Oost 1  
9100 Sint-Niklaas  
Belgium  
T: +32 3 760 97 00  
[mieke.callebaut@guylian.be](mailto:mieke.callebaut@guylian.be)

Kirk Turner  
Managing director Guylian Germany  
Diessemer Bruch 134  
47805 Krefeld  
Germany  
T +49 21 51 51 058 11  
[kirk.turner@guylian.de](mailto:kirk.turner@guylian.de)

\* \* \*