



The World's Favourite
Belgian Chocolates

Guylian uses only the finest quality ingredients in its premium Belgian chocolate creations

Statement on origin and quality of Guylian's ingredients

Guylian as a leading manufacturer of premium Belgian chocolates, creates, produces and sells premium Belgian chocolate products in more than 100 countries around the world. Quality is Guylian's first priority, and its ingredients are of the highest standards. Our chocolate is true Belgian chocolate, with 100% cocoa butter and no vegetable fats. The hazelnut praliné filling of our world famous Belgian Chocolate Sea Shells is home made in the traditional way with fresh hazelnuts from the Mediterranean region. In our factory in Sint-Niklaas, near Antwerp, we combine modern production techniques with our artisanal Chocolatier craftsmanship.



Finest Belgian chocolate with 100% cocoa butter

Guylian creates all its great tasting chocolates with only the finest Belgian chocolate, originating from a unique blend of West African cocoa beans. The cocoa beans used are sourced from Belgium

chocolate manufacturers who can guarantee that they are produced and sourced in a sustainable way. Our chocolate suppliers must combine the art of traditional chocolate manufacturing with the principles of total quality management to the highest standards, guarantee absolute food safety, safeguarding the cocoa growing environment, implementing sustainable agriculture practices and are helping to improve the lives of the cocoa farmers they purchase from.

Guylian chocolate is a unique recipe and made only for Guylian products, with 100% cocoa butter. The company's quality standards are high: we do not allow cocoa butter to be replaced by cheaper vegetable fats; as vegetable fats don't deliver the same taste pallet and mouth experience consumers expect from premium chocolates.

Inhouse roasted hazelnut praliné filling

Guylian's well known Belgian chocolate Sea Shells – as well as many other of its chocolate creations like The Opus Assortment, Sea Shell Bars and our Guylian Twistwraps – have a hazelnut praliné filling. Everything about this filling is unique: its recipe as well as production method and taste.

The recipe originates from the company's founding father Guy Foubert who created it in the Sixties and remains the same today.

We source raw shelled hazelnuts from the key Mediterranean growing countries such as Turkey. We evaluate every harvest separately and only buy first quality product. We take samples and perform a quality control from every shipment after which the jute bags are



stored in our warehouse in the most perfect conditions in terms of humidity and temperature.

The manufacturing process from hazelnut to praliné filling starts with gently roasting and caramelising the nuts in copper kettles in the traditional way. Every batch is closely supervised for temperature, amount of sugar and a roasting degree by our experienced Guylian Pralineurs. When they have reached the perfect level of caramelisation, they are immediately crushed and grounded to a fine paste, that is mixed with Belgian milk chocolate to create the delicious smooth Guylian praliné.



The smoothness and richness of the filling give a sublime taste sensation which chocolate connoisseurs around the world have grown to love.

Production process & quality control

Every production step is performed under the supervision of Guylian's Master Chocolatiers and Quality Team to make sure that all quality regulations are observed. Raw materials and finished products undergo quality control on a regular basis, continually being tasted and assessed for quality. We strictly follow all international food safety and hygiene regulations. Chocolaterie Guylian is ISO and BRC, level A certified and follow HACCP (Hazard Analysis and Critical Control Points) procedures at every stage of ingredient preparation and production processes, as well as throughout the packaging and logistics chain.



Guylian's commitment to marine conservation

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

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 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 their 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 around the world.



1

¹ Photo: Guylian Seahorses of the World Photo Competition 2008. Photographer: Herwig Van Cotthem 29/07/2008 - Indonesië, Lembah Strait.

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.

Besides a financial contribution, we help raise awareness around the world by targeted outreach activities, such as seahorse photo competitions & exhibitions, school education programmes. We also include clear conservation messages to our consumers on the Guylian gift boxes, selling more than 25 million each year.

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

* * *

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

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

* * *