



# Guylian Unveils New Packaging Concept

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Guylian, The World's Favourite Belgian Chocolates, continues to perform strongly in the confectionary sector. Well known for its range of quality chocolate products in distinctive and eye-catching packaging, Guylian is widely recognised as the number one Belgian chocolate brand.

Maintaining a strong position in the worldwide Duty Free and Travel Retail market: Guylian is one of the top 10 suppliers of Duty Free chocolate confectionary, as well as being the only Belgian chocolate brand in the ranking.<sup>1</sup> 2006 saw Guylian emerge as the strongest growing brand in the world in the Duty Free/Travel Retail segment with a 6% sales growth.<sup>2</sup>

At this year's TFWA World Exhibition in Cannes, Guylian launches a new range tin boxes, exclusively for the Duty Free and Travel Retail market. The new packaging will further strengthen Guylian's gifting range and reinforce its position as a leading Belgian chocolate brand.

Each of Guylian's core chocolate products will be available in new souvenir tin boxes: Guylian Original Belgian Chocolate Sea Shells, Opus Belgian pralines, La Trufflina truffles and Guylian Twists. The new box comes in a distinctive and stylish dark brown metal finish, wrapped with a branded sleeve to differentiate products in the range.

The new packaging will provide an ideal added value gift option for consumers which can be kept as a keepsake or souvenir. Retailers will be able to reinforce their relationship with existing customers and attract new consumers from all ages. On its own or as a range, the new concept stands out on shelf, thus stimulating impulse purchases.



*Box without sleeve*



*Box with sleeve*

<sup>1</sup> TRIQ Research 2006

<sup>2</sup> Generation Report 2003, 2005, 2007

### **Guylian Original Belgian Chocolate Sea Shells (500g)**

The Belgian Chocolate Sea Shells with their unique Hazelnut Praliné Filling remain Guylian's signature product. Guylian Sea Shells are still made with the same dedication as they were more than 45 years ago. Each shell is made according to the original recipe of the company's founding father. The unique taste is created with premium Belgian chocolate made with 100% cocoa butter and Guylian's unique hazelnut praliné filling. Guylian Sea Shells are recognized by their marbled look and blend of finest Belgian milk, dark and white chocolate.



### **La Trufflina (360g)**

La Trufflina is an irresistible combination of creamy Belgian chocolate truffles, each delicately enrobed in either milk, dark or white chocolate flakes.

### **Opus (400g)**

A luxurious assortment of Belgian pralines, each with its own character and extraordinary taste, from excitingly crunchy to divinely creamy, from hazelnut praliné to rich truffle. Each chocolate is named after a famous opera.



### **Guylian Twists (450g)**

Guylian Twists are individually wrapped chocolates, moulded in the famous Guylian seahorse shape. Available in six popular flavours: Original Praliné, Milk chocolate Truffle, Orange, Strawberry, Caramel-Crisp and Cappuccino.

## About Guylian

The story of Belgian chocolaterier Guylian, began in 1960 with the marriage of Guy and Liliane Foubert. The name 'Guylian' is a romantic union of their two first names. Over 45 years, the brand continues the Guylian tradition as a private family company.

Guylian's chocolates are made exclusively 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 its own local sales teams in the UK, France, Germany, Austria, Portugal, Spain, Italy, Poland, Japan and the USA. With 96% of Guylian's sales exported outside Belgium, the worldwide market is 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 \$ (2006). Guylian is today the leading manufacturer of branded boxed chocolates in Belgium (\*). With a team of 250 employees, Guylian produces a broad range of creations that have made the family business a well-known brand all over the world.

Guylian Chocolate Sea Shells are the most widely distributed Belgian chocolate brand in the worldwide travel retail/duty free sector. The brand is also one of the top ten confectionery brands available in the Travel Retail and Duty Free Shops

The Travel Retail market accounts for 10% of all Guylian sales. More than 60% of all international Travel Retail Shops sell Guylian Chocolates. In 2006 Guylian was the strongest growing brand in the world in the Duty Free/Travel Retail segment (\*\*).

Guylian is the most widely 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, 2007

### **Guylian Quality**

Guylian's Belgian chocolates are made with only the finest Belgian chocolate, with 100% cocoa butter. Guylian uses a unique blend of cocoa beans from West Africa and a home made praliné filling sourced from quality hazelnuts from the best Mediterranean regions. The traditional recipe, made with a unique system of roasting and caramelizing hazelnuts developed by Guylian, creates a delicious praliné filling. It's loved by chocolate connoisseurs throughout the world.

### **Certificates**

In 2005 Guylian obtained the BRC (British Retail Consortium) rate A Certificate. This British organisation 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.

In 2002 the ISO 9002 certificate was upgraded to ISO 9001 version 2000. Guylian holds the ISO (International Organization for Standardisation) certificate since June 1996.

## 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 is an award-winning conservation programme that helps secure healthy and well-managed marine environments. It combines research and management in communities and countries to support local initiatives and international agreements. By working with a wide range of people and organisations, Project Seahorse mobilises action for the oceans.

Project Seahorse is the world authority on seahorses, pipefishes, and seadragons. The group uses seahorses and their relatives to focus its efforts on finding marine conservation solutions. These splendid animals are threatened by a number of activities including overfishing, and general destruction of habitat.

By helping seahorses, Project Seahorse helps save the seas. Its conservation successes range from developing 28 no-fishing zones in the Philippines, all managed by local communities, to motivating the first global trade restrictions for marine fishes of commercial value.

For Project Seahorse and Guylian, seahorses are a sign of quality - whether for fine Belgian Chocolates or for 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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