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The World's Favourite
Belgian Chocolates

Comments from Kevin Toms, Managing Director, Guylian UK

“It’s important for independent retailers to know their customers and adapt their range according. Not only can they differentiate themselves from multiples through their individual and friendly service to customers, but also through their choice of products. By focusing on popular, well supported brands and investing in a concise range that answers their local customer’s needs, Christmas can really deliver in terms of significant sales.”

“Many gift purchases made in independent stores are made ‘last minute’ or on impulse, and those retailers that offer a selective range of quality chocolates tailored to these purchasing occasions will have a successful Christmas. Retailers should ensure their display is clear, looks attractive on shelf, ideally, is placed near the till and includes chocolate gifts that customers themselves would like to receive.”

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“This Christmas, Guylian will be supporting its range with a £1.5 million advertising campaign. This, combined with its distinctive and eye catching packaging and premium quality taste, makes Guylian an essential brand to have on shelf this festive season. It also enjoys a strong affinity with consumers, achieving a brand awareness of over 80 per cent in recent research. Guylian also emerged as the only Belgian brand in the top 15 brands achieving the highest level of total awareness*.”

“In addition, by concentrating on a variety of price points between £3.00 and £9.99, independent retailers can offer their customers a wide choice of product for every special occasion.”

“The Guylian range offers a premium quality gift for every occasion. The 250g box of Guylian Belgian Chocolate Seashells are a popular gift choice all year round, but particularly so at Christmas so I would encourage retailers to stock up on these. For sharing occasions at Christmas,



Guylian Twists are the ideal purchase and for gifting, Les Exclusives and Belgian Classics, beautifully packaged in distinctive gift boxes, are the perfect choices priced at £4.99 and £9.99 respectively.

“Our Christmas range for 2007 offers the independent retailer an opportunity to satisfy their customer’s needs for both distinction and indulgence.”

-ENDS-

*Independent research conducted by Synovate January 2007