

GUYLIAN

The World's Favourite
Belgian Chocolates

NEW LOOK FOR GUYLIAN'S PRALINÉ CREAM LIQUEUR

Two years after launch into the UK market, Guylian, the world's favourite Belgian chocolates, is continuing to compete with established favourites in the cream liqueur category with its premium offering, Guylian Praliné Cream Liqueur.



Offering a real point of difference from other cream liqueurs due to its unique bottle and distinctive, creamy, hazelnut taste, Guylian Praliné Cream Liqueur is being positioned as a premium gift concept at retail combining a 700ml bottle of liqueur with a 125g box of Guylian's finest Belgian seashells, all for a n RSP of £15.

With repeat orders for the gift pack already secured with a number of retailers, including Sainsbury's, Guylian is confident of strong sales, particularly in the run up to the important Christmas gifting and liqueur consumption period.

Guylian Praliné Cream Liqueur is a blend of Guylian's famous hazelnut praline extract, fresh cream and fine five year old aged cask Scotch whisky, this autumn has also undergone a packaging change to convey the premium nature of the product. The iconic seahorse-shaped bottle is now an inviting

chocolate colour and clearly branded with the Guylian logo. It will increase visibility on-shelf as well as communicating the liqueur's luxury positioning.

The liqueur is primarily aimed at women aged 25-65 and this year will benefit from a £1,5 million brand marketing campaign over the autumn period and into Christmas which includes TV advertising and consumer PR.

Carl Krefting, Managing Director of Guylian N.V and chairman of Guylian UK says: "Guylian Praliné Cream Liqueur is fast becoming a festive tippie choice for lovers of our famous Guylian chocolates as well as attracting new consumers to our brand attracted by the premium positioning. Alongside our famous Guylian Seashells and other boxed chocolates, which contain only the finest ingredients, the liqueur is a quality product and makes a perfect gift or product to consume in the evening over ice, or mixed with desserts, as a self-indulgent treat".

James Rackham, Chairman of Emporia Brands, Guylian's distributor in the UK, comments, "The Guylian liqueur gift pack was extremely well received last Christmas and was one of Sainsbury's best selling wine and spirit gift lines. It particularly appeals to customers as it is one of the only gifts in its sector to offer chocolates alongside a liqueur rather than other alcohol related products such as glasses. We're expecting Christmas 2007 to be very successful for the brand and are definitely on target to exceed last year's sales targets."

Guylian Praline Cream Liqueur is distributed in the UK by Emporia Brands. For further information on distribution visit the website, www.emporiabrands.com or call 01483 458700.

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