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Guylian Adds Extra Sea Shells to Product Range

Guylian, the world's favourite Belgian chocolates, will be expanding its range of boxed chocolates, with the launch of its new Guylian Extra Shells, designed to target health conscious consumers. Just two of these new Extra Sea Shells can provide 60 per cent of the daily amount of antioxidants recommended for a healthy balanced lifestyle.

Based on its universally popular chocolate Sea Shells, Guylian's Extra Sea Shells are filled with hazelnut praline and covered with fine dark Belgian chocolate. At the heart of each Extra Sea Shell is Guylian's world-famous praline filling, which is made to a traditional recipe, using only the finest, hand selected Mediterranean hazelnuts. Once roasted and caramelised, the hazelnuts are combined with Acticoa™ cocoa to create a distinctive taste.

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The new Sea Shells have a high level of antioxidants, thanks to the Acticoa™ production process which creates the dark chocolate and ensures the naturally occurring polyphenols from the cocoa bean are retained, most of which are lost in standard chocolate production,.

Kevin Toms, Managing Director, comments, “We are extremely excited about this new brand extension to our Guylian range, created by Guylian’s master chocolatiers.”

“We wanted to launch this new product due to rising consumer interest in high quality dark chocolate, thanks to its great taste and recognised health benefits. The fact that just two of our new Sea Shells can deliver 60 per cent of our daily requirement of antioxidants is a that we believe will appeal to both our existing audience and new consumers. Existing customers, who already love the Guylian range, will welcome being able to enjoy two Extra Sea Shells as an everyday indulgent treat that also delivers lifestyle benefits and we expect the dark chocolate offering, combined with the health proposition, will also attract a new audience to the brand.”

The Guylian Extra Sea Shells will be sold in 125gm trial boxes (containing 11 chocolates) and Guylian’s standard 250gm boxes with 22 chocolates. The packaging will be differentiated from the popular original Praline Sea Shells range by a darker colour background and Guylian Extra Sea Shells branding on the box whilst retaining the distinctive Guylian logo and swirl.

The Guylian Extra Sea Shells will be available in two formats, 125g (rrp £2.29) and 250g (rrp £4.49). For trade enquiries please call: 01865 848982.

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