

GUYLIAN

The World's Favourite
Belgian Chocolates

DATE: November 2007

CONTACT: Aarti Bulsara

Lawson Dodd

aarti.bulsara@lawsondodd.co.uk

TEL: 0207 535 1355

FAX: 0207 535 1350

GUYLIAN LAUNCHES CAKE RANGE EXTENSION

Guylian, the world's favourite Belgian chocolates, is expanding its range with a new creation in finest Belgian Chocolate; the new Belgian Chocolate Seashells Cake

Available in the run up to Christmas, the luxury Guylian Belgian Chocolate Seashells Cake is expected to be a popular addition to Guylian's extensive range of Christmas chocolate gift boxes and its Praliné Cream Liqueur gift pack. The premium cake is targeted at the brand's core consumers, primarily women in the 25-65 year age group.



Kevin Toms, Managing Director of Guylian UK, comments "I am confident our Belgian Chocolate Seashells Cake will attract new customers to the Guylian brand as well as providing loyal customers with a new way to enjoy Guylian's delicious chocolate. This latest addition to Guylian's range is ideal for gifting as well as sharing with friends and

family at home and will build on the brands 'gifting and sharing for all occasions' and 'affordable luxury' positioning."

Created by Guylian's Maitre Chocolatiers and handmade in Belgium to a special recipe, the ten portion cake is made with the finest Belgian Chocolate, a light chocolate sponge and two layers of original Guylian hazelnut praliné filling, decorated with three iconic Guylian Chocolate Seashells. The cake will be available in the ambient celebration cake section and is targeted at consumers looking for a premium cake for a special occasion.

The Guylian Belgian Chocolate Seashells Cake has an rrp of £8.99 and will be exclusively available from November in Sainsbury's superstores across the UK.



-ENDS-