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CONTACT: Ellen Miller (401) 724-3773 ellensmiller@att.net

Guylian Belgian Chocolate Dip Available Year-Round



Englewood Cliffs, N.J., February 24, 2009 – Guylian Chocolate is repositioning its Guylian Belgian Chocolate Dip as a year-round product.

Guylian Chocolate Dip had a “soft introduction” last year as a fourth-quarter item. But according to Guylian USA president, Brad Maslan, sales exceeded all expectations.

Guylian Chocolate Dip is made of premium dark Belgian chocolate with 70 percent cocoa. The product is ready-to-use; just heat in the microwave for 20 seconds. The rich, smooth chocolate sauce is the perfect counterpoint to fruit (strawberries, cherries, apples, bananas, oranges, etc.), as well as more decadent dippers, such as cookies, graham crackers, cake squares, cream puffs, marshmallows, and pretzels. “It’s an ideal ‘interactive’ dessert or snack – for both children and adults – at any time of year,” said Maslan.



Guylian Belgian Chocolate Dip is available in a new shipper that holds 48 containers. The suggested retail price for each 5.29-ounce container is \$4.99.



Chocolaterie Guylian is the world’s leading manufacturer of premium boxed Belgian chocolate and one of the fastest-growing brands in major markets worldwide, selling in 140 countries. Guylian first became known for its exquisite Guylian Seashells. Today, the company offers a range of boxed chocolates, individually wrapped chocolates, and chocolate bars. In addition, Guylian is the lead corporate sponsor of Project Seahorse, a team of biologists and social workers committed to worldwide conservation of endangered seahorses and their habitats. U.S. headquarters are in Englewood Cliffs, N.J.

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