



The World's Favorite  
Belgian Chocolate

## **Guylian Chocolate Focuses on Core Products and Grassroots Marketing to Drive Year-Round Sales**

**Englewood Cliffs, N.J., April 26, 2006** – At the All Candy Expo (June 6-8, 2006), Guylian USA Inc. will continue the focus on core products and grassroots marketing that led to double-digit sales growth in 2005. The company is continuing to expand its position as a year-round brand, introducing new flavors to its best-selling chocolates and packaging designed to drive both gift- and self-purchases.

"For 2006/2007, we are focusing on depth of distribution," said Brad Maslan, Guylian's vice president of sales and marketing. "Guylian Twists have not only moved Guylian into the realm of everyday products, their success at retail promises to rival our core Guylian Seashells product line."

### **New Products with a Twist**

Capitalizing on its fastest growing new product in recent years, Guylian is introducing a **Guylian Twists Variety Pack** for the Christmas holidays. The variety pack offers the popular, individually wrapped seahorse-shaped chocolates in three new varieties – dark chocolate with Cappuccino filling, milk chocolate with Caramel Crisp filling, and marbled chocolate with Strawberry filling – along with the three original Guylian Twists flavors: marbled chocolate with Hazelnut Praliné filling, dark chocolate with Orange Cream filling, and milk chocolate with Truffle filling. All are Kosher certified by the Organized Kashrus Laboratories. Each wrapper is hermetically sealed to ensure freshness and then twisted.

The Guylian Twists Variety Pack's white and gold upright impulse pack features a Christmas tree-shaped window that coordinates with Guylian's holiday Seashells' packaging. The Variety Packs come 12 to a case, as well as in a floor stand holding 48 impulse packs. The suggested retail price for the 4.51 oz. package is \$2.99.

For Valentine's Day 2007, the **Guylian Twists Heart** offers a welcome alternative to the traditional heart-shaped gift box by offering individually wrapped chocolates in all six Guylian Twists flavors.

"More and more consumers prefer smaller, portions in order to incorporate moderate chocolate eating into their daily lives," said Maslan. "Guylian has exploited this trend by introducing the individually wrapped Guylian Twists to a gift-boxed offering."

The suggested retail price for the 6.11-oz. Guylian Twists Heart is \$6.99. The gift boxes are packed in a six-count tray/case. Every purchase supports Project Seahorse, a worldwide non-profit initiative committed to conserving endangered seahorses and their habitats. .

## **Fourth Quarter Promotions**

Guylian Twists will also be the focus of the company's fourth quarter promotional efforts. An in-store display of Guylian Twists – featuring the three original varieties – will have a pull-off certificate that encourages consumers to **"Try Guylian Free!"**. By filling out the certificate and mailing in the UPC code and sales receipt, consumers can receive a refund of up to \$3.99. The display will be in stores September 2006. The offer expires March 2007.

Guylian will also continue the fourth-quarter **sampling program**, initiated in 2005, that generates consumer trial for its Belgian chocolate creations. The program introduces Guylian Seashells and Guylian Twists to thousands consumers attending cultural and charity events throughout the holiday season. This year's program will focus on ten key markets – New York(tri-state area), Buffalo, and Rochester, N.Y.; Boston and Springfield, Mass.; Hartford, Conn.; Philadelphia, Pa.; Portland, Ore.; Providence, R.I.; and Seattle, Wash.. – at locales as diverse as Portland's International Film Festival, Philadelphia's National Liberty Museum, and New York University's Parent's Weekend.

In addition, Guylian has planned **FSIs** (free-standing inserts) for December 2006 and March 2007. They will each reach a total circulation of 10 million in key markets.

**Chocolaterie Guylian** is the world's leading manufacturer of premium boxed Belgian chocolates. This family-owned and operated company is one of the leading importers of Belgian chocolates into the U.S. and one of the fastest-growing brands in major markets worldwide, selling in more than 100 countries. Guylian first became known for its exquisite Guylian Seashells, the original Belgian chocolate seashells. Today, the company offers a range of boxed chocolates, individually wrapped chocolates, and chocolate bars. U.S. headquarters are in Englewood Cliffs, N.J.

# # #

**Product samples and digital photography available on request.**

**CONTACT: Melissa Moritz 516-367-1342 mooguy40@aol.com**

**Ellen Miller 401-724-3773 ellensmiller@att.net**