



The World's Favorite
Belgian Chocolates

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**Guylian Chocolate to Launch
Sales Promotion / Advertising Campaign in Metro New York**
Grassroots Marketing Designed to Build Brand Awareness

Englewood Cliffs, N.J., September 6, 2006 – For six weeks during the holiday selling season, Guylian Chocolate will blanket the New York metropolitan area with a sales promotion / advertising campaign designed to increase brand awareness and drive sales of the popular Belgian chocolates. Product trial coupled with couponing are at the heart of the grassroots initiative.

“Sampling has always been the key to creating new Guylian customers” said Brad Maslan, Guylian’s vice president of sales and marketing. “By combining product trial with a major sales promotional effort tied to key accounts, we expect to deepen distribution and exploit the busiest chocolate-buying season of the year.”

Leading off the campaign, which launches the week of November 9, is the “Guylian Chocolate-mobile,” a dedicated sampling van decorated exclusively with Guylian brand graphics. The van will make stops at high-traffic



retail locations in New York and New Jersey. At each, a two-person Guylian crew will distribute samples of the company’s new, individually wrapped Guylian Twists – along with a 55-cent coupon to put towards the purchase of any variety of Guylian Chocolate. The van will visit two to three stores each day, spending approximately two hours at each venue.

In Manhattan, a Guylian sampling crew of 16 will take to the streets on foot and via Segway Personal Transporters outfitted as moving billboards. The street crews will sample Guylian Twists and distribute coupons

throughout the city every Thursday through Saturday, for three weeks beginning the week of November 27.



To support the sales promotional effort, Guylian will launch an **outdoor / transit advertising campaign**. Guylian ads will appear at bus shelters and subway stations at 80 high-traffic locations, many in close proximity to Guylian Chocolate retailers. In addition, transit ads will appear in 500 train cars traveling into Manhattan on New York's Metro-North railroad, as well as the PATH trains coming in and out of New Jersey. The campaign will begin on November 27 and run through December 24.

Completing Guylian's New York holiday blitz is a **full-page FSI** (free-standing insert), featuring a \$1.00 coupon that can be put towards the purchase of any two Guylian products 3.0 ounces or larger. The FSI will drop in major area newspapers – including THE NEW YORK TIMES, NEWSDAY, and NEWARK STAR-LEDGER - on Sunday, December 3.

Chocolaterie Guylian (www.guylian.be) 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.

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Editor's Note: Digital photography available on request.