



The World's Favorite  
Belgian Chocolates

## No Sugar Added Belgian Chocolate Offers Healthier Alternative

*Guylian No Sugar Added Gets Top Marks for Taste*

*June 2009*

For the 50 million Americans who diet every year, the toughest part of shopping is getting past the candy bars at the check-out counter. No more. Guylian Chocolate has moved its great-tasting No Sugar Added Belgian chocolate bars from the "dietetic" section to the candy aisle, pharmacy, and check-out counter where chocolate lovers face the greatest temptation.



**A leading consumer magazine rated Guylian No Sugar Added among the five best tasting chocolate bars, alongside high-priced gourmet chocolates.**

Guylian No Sugar Added is made with maltitol, a natural sweetener that has fewer calories than sugar, doesn't promote tooth decay, and won't raise blood sugar. It is produced with the same high-quality ingredients and traditional chocolate-making techniques as all Guylian products. So Guylian No Sugar Added tastes like premium quality Belgian chocolate – with its celebrated balance of flavors and refined texture.

**So can you eat as much Guylian No Sugar Added chocolate as you please?** No. All chocolate has calories. But managing health and weight often involve avoiding favorite foods – especially chocolate. Many people have an "all-or-nothing" mentality: denial followed by binging. Better to do what nutritionists recommend: Eat chocolate regularly, in moderation.

"No one should be denied the pleasure of Belgian chocolate," said Brad Maslan, president of Guylian USA Inc. "Just think how many calories can be saved and cavities avoided by making a healthier, No Sugar Added choice."

**Guylian No Sugar Added is available in four flavors:** Milk Chocolate, Dark Chocolate, 70% Extra Dark, and Dark Orange. It has no cholesterol or trans fats, is low in carbohydrates, and is Kosher certified. The suggested retail price is \$2.99. Buy it at drug stores and supermarkets nationwide or at Amazon.com.

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**Product samples available on request.**

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## Electronic Downloads

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### Press Materials

[Press Release](#)

[Q&A with Dr. Mary Flynn, professor of medicine, Brown University](#)

[Nutritional Information](#)

[Independent Taste Test](#)

[Avoid Overindulgence; Savor Chocolate Like a Fine Wine](#)

[Fact Sheet](#)

### Digital Photography

[No Sugar Added Milk Chocolate](#)

[No Sugar Added Dark Chocolate](#)

[No Sugar Added 70% Extra Dark](#)

[No Sugar Added Dark Orange](#)

[No Sugar Added Unwrapped](#)