



The World's Favorite  
Belgian Chocolates

**RELEASE:** Immediate

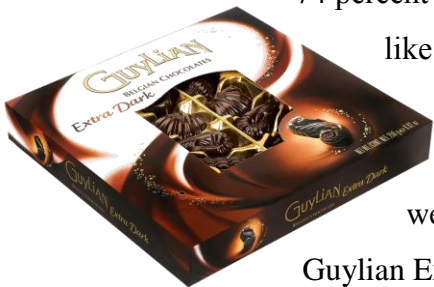
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## With Guylian, Holidays are a Day at the Beach

### *The Original Belgian Chocolate Seashells and Seahorses Shape 2010 Offerings*

Englewood Cliffs, N.J., March 9, 2010 – At the All-Candy Expo, Guylian Chocolate will introduce products and packaging concepts that build on the brand equity and giftability of the company's core product: Guylian Seashells.

New **Extra Dark Guylian Seashells** bring the intense, dark Belgian chocolate taste of 74 percent cocoa to Guylian's signature assortment. A new dark praliné filling – like the company's original hazelnut praliné – is produced from a proprietary recipe, using traditional Belgian techniques. The deep dark chocolate and dark praliné center create a distinctive flavor profile that has been well received even by people who do not usually favor dark chocolate.



Guylian Extra Dark Seashells are available in three sizes: 2.3-ounce trial size and 4.4-ounce and 8.8-ounce gift boxes. Suggested retail prices are \$3.29, \$5.99, and \$9.99, respectively.

Guylian is also introducing its first assortment of dark chocolate **Strawberry Seahorses**. The light, fluffy strawberry filling – made from premium white Belgian chocolate and sweet, ripe strawberries – provides a refreshing contrast in both flavor and intensity to the dark chocolate (49 percent cocoa) shell. Available August through December 2010, each 5.2-ounce gift box retails for \$9.99.



**Guylian's Temptations** are individually wrapped, premium-sized chocolates in the company's famous seahorse shape. Ideal for gift-giving, as well as self-purchase, they come in three assorted flavors. Original Praliné, Milk Truffle, and Dark Praliné. Each foil wrapper is hermetically sealed to ensure freshness and then twisted. The suggested retail price for an Impulse Pack is \$5.99.



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### **Inventive Packaging Drives Holiday Purchases**

Guylian's Temptations' innovative **Giving & Sharing Gift Box** actually doubles as a candy dish. Just remove the sleeve to reveal a square gold tray filled with 18 assorted wrapped chocolates for immediate serving and sharing. The suggested retail price is \$12.99.



Guylian's Original Seashells have two new holiday packaging concepts designed to stimulate the impulse purchases that build holiday sales. Silver snowflakes and ice crystals – with brilliant foil-red accents – adorn the **Removable Holiday Sleeve** on Guylian's white gift box – for a look that is fresh, festive and modern. The suggested retail price is \$9.99.

Guylian Seashells are also available in a **Pre-Wrapped Ballotin Box**. Beautiful red gift-wrap features Guylian's iconic seahorse in spot-varnish for an elegant tone-on-tone effect – accented by a gold satin ribbon and hand-tied bow. The gift-wrapped ballotin merchandises beautifully with the holiday sleeve packaging. The suggested retail price is \$14.99.

Affordably priced, premium-quality Guylian Seashells – the original Belgian chocolate Seashells – are perennial holiday favorites. Often imitated, but never equaled in quality or appearance, each marbled Seashell is a blend of white, milk and dark Belgian chocolate – made from the finest West African cocoa beans – filled with Guylian's unique hazelnut praliné. They are Kosher certified by the Organized Kashrus Laboratories – as are Guylian Temptations, Extra Dark Seashells and Strawberry Seashells.



Established in 1960, 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 100 countries. Guylian first became known for its exquisite Guylian Seashells and Seahorses. Today, the company offers a range of gift-boxed chocolates, individually wrapped chocolates, and chocolate bars. In addition, Guylian is the major sustaining sponsor of Project Seahorse, an international organization dedicated to conservation of endangered seahorses and sustainable use of the world's coastal marine ecosystems. U.S. headquarters are in Englewood Cliffs, N.J.

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