



The World's Favourite  
Belgian Chocolates

## Guylian and World Expo Shanghai 2010

### Our History



The story of Chocolaterie Guylian began in 1960 with the marriage of Guy Foubert to Liliane. Hence the company name 'Guylian', created by combining the first names of the bride and groom. At that time Guy and Liliane Foubert had a small production unit at home, producing pralines and truffles which they sold to the local chocolate shops and to the Belgian Coast.

Born in 1938, the son of a Sint-Niklaas baker, Guy Foubert developed his skills at the Antwerp School of Confectionery and Patisserie. His great talent for making pralines was soon noticed.

#### How the chocolate seashell was born

Business went well, and Master-Chocolatier Guy Foubert felt something new was needed, a new creation. He came up with the idea of making chocolates in the shape of seashells. This heralded the start of a worldwide success story.



#### Guylian goes worldwide

Guy Foubert succeeded in producing the chocolate Sea Shells in large quantities without changing his original recipe. In 1998 Guylian received the Belgian Export Award thanks to Guylian's contribution and achievement in the export of chocolates made in Belgium. Therefore the company is proud to be considered as Ambassador for Belgian Chocolates.



### The Guylian Mission

Guylian's mission is to build one of the leading international premium chocolate brands through a unique combination of creativity, quality and price that will ensure growth, security and benefit for our consumers, our employees, shareholders and trading partners.

### Guylian Products

Guylian offers a range of Belgian Chocolate Creations for every day and every occasion. Next to these world famous seashell shaped chocolates, the Guylian boxed chocolates range includes truffles, pralines, and assortment boxes. All made in Belgium with the finest Belgian chocolate guaranteeing an absolute unique taste.

#### Guylian Original Sea Shells with Praliné filling

The Guylian selection offers 11 different seashell shapes, of which the seahorse is the most famous one, and meanwhile the brand's icon. The carefully crafted shells are a blend of delicious white, milk and dark Belgian chocolate. Not one of them has exactly the same marbled look as the other one. There are all made of the finest Belgian chocolate filled with the delicious homemade Guylian roasted hazelnut praline, an original and artisan recipe of the company's founding father Guy Foubert. Every Sea Shell is marked with a Guylian "G" stamp, the sign of a genuine Guylian chocolate.

### **La Trufflina – Belgian Chocolate Truffles assortment**

La Trufflina is an irresistible combination of Belgian chocolate truffles with a smooth milk chocolate truffle filling. Each truffle is enrobed with the finest milk, white or dark Belgian chocolate and delicately sprinkled with fine chocolate flakes. An unparalleled chocolate sensation!



### **Opus – 8 chocolate masterpieces**

Guylian's assortment Opus is a collection of eight masterpieces in finest Belgian chocolate. Each one of them has its own character and shape but all share an extraordinary taste. Each chocolate is named after a famous opera.

### **Belgian Chocolates Assortments - luxurious gift boxes**

A stylish assortment in luxurious gift boxes containing a combination of Guylian's most popular chocolate creations: Guylian Original Sea Shells with hazelnut praline filling, Opus pralines and La Trufflina, smooth Belgian truffles. There is no sweeter way to surprise family and friends.

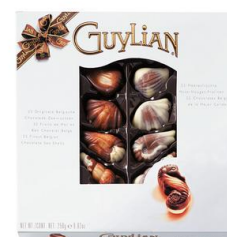


### **Guylian's Temptations**

Guylian's Temptations are the brand's latest creation in 2010. Guylian's Temptations are premium pralines made with fine Belgian chocolate with the well known Guylian taste. The chocolates are moulded in the trademark Guylian seahorse shape. Guylian's Temptations come in the three most popular flavours of the Guylian chocolates range, and are all created by Guylian's Master-Chocolatiers: Original Praliné, Dark Praliné and Milk Truffle. Give in to Guylian's Temptations and enjoy...

### **Guylian Worldwide**

Guylian exports to more than 100 countries on the European, Asian, Oceanic and American continents. Guylian sales teams in the UK, USA, France, Germany, Austria, Portugal, Spain and Asia ensure that Guylian products are available worldwide in all major supermarkets, department stores, chocolate specialty stores, travel retail and duty free shops. Guylian has just opened a sales office in Shanghai and a regional Sales & Marketing manager has just been appointed to anticipate for the strong growth in this region.



### **Guylian's Participation to World Expo Shanghai 2010**

"Our participation in World Expo 2010 in Shanghai is a unique opportunity to convince the Chinese population with our delicious Belgian Chocolate specialties. China and other Asian countries are the strongest growing markets. The World Expo is the impulse to develop future export activities in this promising area. Guylian will let the consumers discover, taste and enjoy its Chocolate Creations of the highest quality. The cooperation with 3 other luxurious Belgian Chocolate brands will work very convincing! World Expo visitors will be overwhelmed with beautiful demonstrations by Belgian Chocolatiers, delicious tastings and luxurious packaging formats." comments Mieke Callebaut, Guylian's Marketing & Sales Director.

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### **FOR FURTHER INFORMATION PLEASE CONTACT**

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