

GUYLIAN

The World's Favourite
Belgian Chocolates

TFWA Asia Pacific – Guylian booth: K10

New item in luxury gifting segment

New luxurious Guylian Sea Shells gift, exclusively for Travel Retail customers

Guylian presents the **new gift concept** for its world famous Belgian chocolate Sea Shells. **Exclusively for Travel Retail and Duty Free**, the new **Perles d'Océan gold boxes** are the **ultimate buy for travellers looking for a premium though affordable gift**.



Guylian's Belgian chocolate Sea Shells is Guylian's core brand of which it is the worldwide market leader. Guylian Sea Shells enjoy a strong awareness and high likeability with travellers and consumers in general all over the world. Their strength lies in the combination of **top quality ingredients** – made in Belgium with only the finest chocolate and ingredients resulting in an exquisite taste – and always **great value for money**.

This new product line is being offered in two sizes, 250g and 375g, featuring the Original Praliné filled Sea Shells in a stunning embossed golden box, under the Perles d'Océan subbrand which is exclusive for Travel Retail.

Steven Candries, Export & Travel Retail Director with Guylian, comments: "Guylian innovates the brand year after year with new packaging concepts following global market trends. We're now in a clear trend towards premiumisation in the gift sector. Therefore, this new golden box is perfect for travellers looking for a delicious and luxuriously packaged gift for friends and family. For our duty free

trade partners it's great to have another **exclusive item with great sales potential**. With this new gift concept Guylian reinforces its leadership in the seashells segment.”

Guylian remains one of the most successful brands in the confectionery duty free & travel retail sector; in 2008 Guylian was again ranked within the top 10 of best sold international chocolate brands.

New gift concept for premium boxed chocolates market from Guylian

New Guylian's Temptations, individually wrapped seahorse shaped chocolates for gifting and sharing

Guylian's Temptations are the brand's **latest creation for the individually wrapped premium boxed chocolates segment**. Guylian is renowned worldwide as a luxurious Belgian chocolate brand for gifting, especially for occasions like Christmas, Easter, birthdays, etc. New Guylian's Temptations are a range of creative boxes for **seasonal and informal gifting and sharing**.

Guylian's Temptations are premium quality chocolates made with fine Belgian chocolates with the well known **Guylian taste**. The chocolates are moulded in the trademark Guylian **seahorse shape**, the most recognisable shape of Guylian's chocolate Sea Shells selection and the icon of this leading Belgian chocolate brand.

Guylian's Temptations come in the three most popular flavours of the Guylian chocolates range, and are all created by Guylian's Maitre Chocolatiers: **Original Praliné** (marbled chocolate seahorse with the Original praliné filling), **Dark Praliné** (dark chocolate shell made with 74% extra dark chocolate and filled with a roasted hazelnut praliné filling made with dark chocolate, and **Milk Truffle** (a delectable smooth milk chocolate truffle filling, encased in a shell of high quality Belgian milk chocolate). Each wrapper is hermetically sealed for maximum freshness and hygiene.

The new Guylian's Temptations are offered in a 327g transparent gift and souvenir box **exclusive to travel retail**. When opened the box equally serves as a presentation bowl.

Steven Candries, Export & Travel Retail Director with Guylian, comments: "We are very confident that this new range will tempt our trade partners as well as consumers globally. **We build on our brand values of creativity, quality and great taste**. We offer top quality Belgian Chocolates at an affordable price. We don't compromise on taste to ensure our consumers can experience, time after time, the excellent taste Guylian is renowned for. Our packaging is in line with the Guylian brand image and communicates the product's identity. Our products stand out on shelf attracting existing as well as new consumers."



Launch new gift packs for core Guylian boxed chocolates

New value gift boxes for travellers looking for multiple gift solutions

Next to the iconic flat square gift boxes, Guylian's core chocolates are equally available in **half size gift boxes at a lower price point**. This set of boxes has now been restyled to make them even more **valuable gifts**. For an attractive price, consumers can now offer their relatives and friends a truly luxurious gift with the original great tasting Guylian chocolates. "Being in a worldwide financial crisis it is important for a brand to meet its consumer's lower spending profile. With these renewed gift boxes we make sure that Guylian fans can still buy their favourite Guylian chocolates as a treat for themselves or as a gift", explains Steven Candries, Guylian Export & Travel Retail Director.



*Guylian Opus
assorted Belgian pralines*

*Guylian La Trufflina
assorted Belgian truffles*

*Guylian Sea Shells
Extra Dark*

*Guylian Original
Belgian chocolate Sea Shells*

Innovation in Sea Shells range

Guylian Sea Horses Strawberry

Guylian's brand icon is the seahorse and for many consumers the most loved shape in our chocolate Sea Shells collection. For the first time Guylian now launches **a range with only chocolate seahorses**.

The new Strawberry Sea Horses have a **dark chocolate shell** of 49% cocoa. This is in line with the growing popularity of dark chocolate; additionally its taste makes a perfect combination with the **creamy strawberry filling** which is made with premium Belgian white chocolate and fresh natural strawberries.

The new Guylian Sea Horses Strawberry are offered as a limited edition in the typical Guylian 155g square gift pack (16 pieces).



Added value gifts

New golden tin boxes for premium gifting

Tin boxes are an essential part of the travel retail product assortment. Guylian has now restyled its metal boxes into even more luxurious gift items. Each of Guylian's core chocolate products is now available in warm golden glossy tin boxes wrapped with a branded sleeve.

The new packaging will provide an ideal **added value gift option** for consumers which can be kept as a keepsake or souvenir. Retailers will be able to reinforce their relationship with existing customers and attract new consumers from all ages. On its own or as a range, the new concept **stands out on shelf**, thus stimulating impulse purchases.



Guylian Perles d'Océan Sea Shells



Golden tin box without sleeve



Guylian's Temptations



Guylian La Trufflina



Guylian Opus Assorted pralines

Assorted Sea Shells gift boxes

Guylian Sea Shells Selection with marbled and dark Belgian chocolate Sea Shells

Guylian Sea Shells Selection is a new luxurious assortment box combining two variations of Guylian's famous Belgian chocolate Sea Shells. As well as **Guylian's original marbled chocolate Sea Shells** made with roasted hazelnut praliné filling, the assortment also includes **an extra dark chocolate variant**. The dark chocolate has a high cocoa percentage of 74% for an intense and long lasting chocolate taste, and encases a new hazelnut praliné filling blended with dark chocolate.

"Last year, Guylian launched Dark Chocolate Sea Shells. They were well received by our consumers and as a result we have attracted new consumers who are typically dark chocolate lovers. We are now offering this assorted range to further respond to the **growing demand for dark chocolate**", adds Steven Candries, Guylian Export & Travel Retail Director.



Launch new luxury bars for self indulgence

Brand new range of premium Guylian Belgian chocolate bars



Next to its boxed chocolates gift items Guylian has also a tradition in chocolate bars, positioned in the sharing segment as well as for own consumption.

The new Guylian chocolate bars are made with carefully selected, **high-quality** ingredients and 100% cocoa butter. The range offers **3 exquisite flavours**: Dark 72% cocoa chocolate made with cocoa beans from Côte d'Ivoire and Ghana, Milk chocolate (31% cocoa) with the best pieces of hazelnuts from the Mediterranean and White chocolate made with 100% cocoa butter and full cream milk powders with pieces of hazelnuts from the Mediterranean.



“**Each flavour is unique** in the market place because of its premium quality taste and finest chocolate texture. Combined with the high Guylian brand recognition and consumer likeability in the Duty Free shops, this new bar range is sure to become another successful Guylian product for travelers that want to enjoy an indulgent snack while travelling,” comments Steven Candries, Guylian Export & Travel Retail Director.

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