



# Guylian surprises with new innovations in 2009

## ***TFAP Singapore 2009 – booth K 10***

Guylian, the World's Favourite Belgian Chocolates, continues to perform strongly in the confectionery sector, and especially in the Travel Retail and Duty Free segment. Guylian is consistently in the top 10 of best selling chocolate companies in the segment<sup>1</sup>. The brand is widely recognised as the number one Belgian chocolate brand, appealing for gifting and sharing occasions as well as a popular choice for a self-indulgent treat.

On TFAP Singapore 2009 Guylian introduces again innovative Belgian chocolate creations in distinctive and eye-catching gift boxes, delivering as always on the brand promise of great taste.

## **Continuous Innovation in Sea Shells, our core chocolate product**

Guylian is the market leader in the chocolate seashell segment. Guylian Sea Shells are instantly recognizable in shape and in taste. Guylian's Chocolatiers have a strong tradition in creativity and innovation with the development in new fillings.

### ***Guylian Extra Sea Shells, for guilt free indulgence***

Guylian tempts with indulgent new extra dark chocolate Sea Shells with 74% cocoa filled with a unique hazelnut praline filling made to its traditional secret recipe. The new recipe includes ACTICOA™ cocoa, which preserves the antioxidants that naturally occur in the cocoa bean and are normally lost in classic chocolate production.

Guylian Extra Sea Shells are a perfect harmony between fine dark Belgian Chocolate with 74% cocoa and Guylian's hazelnut praliné enriched with ACTICOA™ cocoa.

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<sup>1</sup> Generation Reports – TRIQ Confectionary 2008

ACTICOA™ cocoa retains up to 80% of the antioxidants naturally present in raw cocoa compared to less than 30 per cent in standard cocoa. Antioxidants are known for their health benefits: they help to protect against the aging process, to strengthen the immune system, help to maintain a healthy cholesterol and blood pressure.



Two delicious Guylian Extra Sea Shells a day provide your body with more than 60 per cent of the necessary antioxidants to maintain a healthy balance between body and mind.

Guylian Extra Sea Shells are available in the most popular 250g gift pack (22 pieces). The pack design is clearly differentiated from the original marbled Guylian Sea Shells boxes: a deep dark brown background with tasteful swirl and Extra Sea Shells branding on the front panel in combination with the well known Guylian logo in bold luxurious gold colour.



### ***Guylian Sea Shells Strawberry, forever pleasure***



Guylian relaunches its Sea Shells with Strawberry filling. As market leader in the chocolate seashells segment Guylian comes with an improved recipe and packaging design for its Sea Shells with Strawberry filling.

The texture of the filling has been improved. The new filling is made with premium Belgian white chocolate and natural strawberry powder. The new Sea Shells with Strawberry filling have a darker chocolate shell (49% cocoa) because of the growing demand for dark chocolate for its health benefits, and a dark shell is a perfect taste combination with fruit flavours.

The new Guylian Sea Shells with Strawberry filling are available in a new, attractive packaging. The packaging is in line with the packaging design of Guylian Extra Sea Shells: the seahorse icon, a gold foil logo and a golden inner tray to support the premiumisation of the box, fresh red colour combined with Guylian's trademark darker brown. Guylian Sea Shells Strawberry come in a 210g gift pack (22 pieces).



### ***Guylian's Temptations***

Guylian combines two exquisite variations of its well known Seashell shaped chocolates in a luxurious gift box. Next to the Original Sea Shells filled with the in-house made roasted hazelnut praliné, the Guylian's Temptations gift box offers a 70% dark chocolate seashell filled with chocolate truffle filling.

Guylian moreover chose for a dark chocolate with the high cocoa percentage of 70% to enhance the health benefits and deliver a unique taste experience. The dark Guylian Sea Shells have a smooth chocolate truffle filling, a temptation for real chocolate lovers.

Guylian's Temptations is available in a 345g gift box.



## New design for the Guylian Opus Collection



The Opus assortment features a new white packaging design with a light pink swirl and elegant lines to give the range a younger, more modern, feminine and premium gift image. The new packaging design is now in line with Guylian's Original Sea Shells and La Trufflina, to strengthen the in store presence of the Guylian family products.



## Luxurious Gift Wrap Boxes with Guylian Seashells, La Trufflina and Opus chocolates

Guylian upgraded the gift boxes with new stylish Guylian branded wrapping paper for a premium and luxurious look, brown ribbon with a gold Guylian logo and a gift tag to personalize your gift.



## **About Guylian**

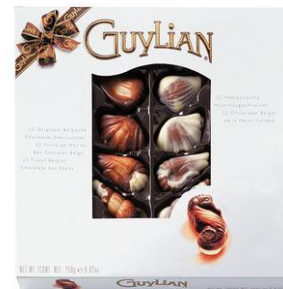
Guylian is the market leader in boxed chocolates in Belgium with a total worldwide turnover of 120 million US \$ (2008). Guylian was founded in 1960. With a team of 250 employees Guylian produces a wide range of Belgian chocolates in a state-of-the-art factory in Sint-Niklaas (Belgium), whilst still respecting its traditional chocolate-making heritage.

Guylian exports to 112 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 in all major supermarkets, department stores, chocolate specialty stores, travel retail and duty free shops.



Around the world, Guylian is synonymous with quality Belgian chocolate. Quality is our first priority. A unique blend of West-African cocoa beans forms the basis of our premium Belgian chocolate, made with 100% cocoa butter. Only the best hand selected hazelnuts from the Mediterranean are used for the roasted hazelnut praliné filling of our world famous Chocolate Sea Shells.

The Belgian Chocolate Sea Shells remain Guylian's star product. The hazelnut praline filling is still produced according our unique recipe in the age-old traditional manner, a heritage of the company's founding father. Our well-kept secret method of roasting and caramelizing hazelnuts gives Guylian chocolates their signature taste. A distinctive blend of the finest Belgian milk, dark and white chocolate gives Guylian Sea Shells their characteristic marbled look. Guylian Belgian Chocolate Sea Shells are the number one Belgian boxed chocolate brand distributed in travel retail and duty free shops<sup>2</sup>.



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**For further information, visit our website [www.guylian.be](http://www.guylian.be) or contact:**

Steven Candries  
Export & Travel Retail Director  
Europark Oost 1  
9100 Sint-Niklaas  
Belgium  
T +32 3 760 00 36  
M +32 475 83 80 24  
[steven.candries@guylian.be](mailto:steven.candries@guylian.be)

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<sup>2</sup> Generation Reports – TRIQ Confectionary 2008