



Press release

January 2014

Laughing Cow revamps cheese snacking range

Laughing Cow, the UK's number-one cheese triangle¹, is extending its snacking range of cheese dips from the end of this month, having identified the adult snacking market as an opportunity for growth.

Laughing Cow Dip & Crunch range will make its debut in Asda at the end of this month, replacing the existing Laughing Cow Cheez Dippers snacking product. The new range has been redesigned with a more adult look and feel, putting a stronger emphasis on the heritage of the Laughing Cow brand.

As part of the revamp, Laughing Cow is extending its snacking range, with Dip & Crunch Light and Dip & Crunch Multi-grain. Laughing Cow already has strong credentials in introducing lighter flavours, following the successful launch of Light with Blue Cheese and Light with Emmental flavour triangles over the past 18 months – the former having proven to be the number-one innovation in spreads in the last year².

By extending the range to offer three different variants, Laughing Cow is not only aiming to boost Dip & Crunch's on-shelf stand-out, but also offer a wider choice to the brand's health-conscious fan base, with the Light variant containing 78 calories per snack pack and the Original and Multi-grain variants bearing on-pack claims to be 'a good source of calcium'.

James King, Bel UK Marketing Director, says: "Laughing Cow has a very loyal audience of adults who really like the brand's wide choice of tasty, lighter options. By renaming our Cheez Dippers snacking range as Dip & Crunch, we are broadening its appeal to both adults and children and will encourage trial amongst existing and new shoppers."

-Ends-

¹ Nielsen MAT, Value Sales, 12.10.13

² Nielsen MAT 12.10.13



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Notes to editors:

Available from: 28th January – ASDA exclusive until end of March

RRP £1.45

The Dip & Crunch Range includes: Original, Light, Multi-grain

About Bel UK

Bel UK Ltd is a subsidiary of the Bel Group, the world's leading producer of branded cheese portions. The company began life in France in 1865. Today, it has a presence in more than 120 countries, 27 production sites and an annual turnover in excess of £1 billion. The Bel Group produces many of the UK's most popular cheese brands, including Mini Babybel®, The Laughing Cow®, Leerdammer®, Port Salut® and Boursin®.