



Press release

3rd February 2014

Boursin makes Black Pepper the star of the show

Boursin, the UK's number-one¹ speciality cheese, will be back on the box this February with a fiery version of its Sensations TV creative, to drive awareness and trial of its Black Pepper 150g sku and new Black Pepper 96g portions, launched last year.

Using the same journey-like creative as in previous campaigns, this burst of TV will adopt a stronger, more masculine tone to reflect the heat and intensity of Boursin Black Pepper. Images used in the TVC include flames, galloping horses and sizzling pans, highlighting the product's strength. The advert's end frame will highlight both the portions and 150g Black Pepper packs.

This is the first time that brand owner Bel UK has specifically communicated to consumers solely on the Black Pepper flavour, with previous TV bursts highlighting best-seller Garlic & Herb, the re-launched portions range from 2013 and most recently at Christmas, the complete Boursin line-up.

In May 2013, Boursin re-launched its 96g Garlic & Herbs Portions sku into major multiples, as well as adding Boursin Portions Pepper 96g to the range. The products are positioned as indulgent snacks for adults, perfect for lunches and other everyday usage occasions, and unlike the 150g packs – which sit in the speciality section of the cheese aisle – are located with other spreads, giving Boursin dual siting in the fixture and increased shopper visibility.

James King, Bel UK Marketing Director, says: "Black Pepper performs really well with our consumers and gets great repeat purchase rates, but there is still a job to be done in raising awareness of this flavour. Having a period of TV advertising specifically committed to this variant should really help generate trial amongst our key audience of 35-64-year-olds.

"Garlic & Herb continues to be the best-seller in the Boursin range, but we remain committed to showcasing the full breadth of flavours and formats in our portfolio. We know the Sensations creative works for consumers, and we've given it a darker twist this time around, to demonstrate the intense

¹ Nielsen MAT 07.12.13



qualities of the Black Pepper flavour. We also want to show that not only is 150g a great sku for cheeseboards and picnics as we head into the spring, but that we also now offer a portions format, perfect for convenience-hungry shoppers looking for something a bit different for snacks and lunchboxes. Retailers who aren't already making the most of our Black Pepper flavour should be sure to stock up as this campaign launches.”

The TV campaign, which will be backed by in-store activity, will be on air nationwide from 10th February to 2nd March, across channels including ITV1, Channel 4, Channel 5 and Sky, among others.

-Ends-

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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®.