



Press release

31st March 2014

Mini Babybel puts on variety show with mixed pack launch

Already the No.1 most trusted lunchbox cheese snack for kids¹, lunchbox favourite Mini Babybel is set to tap into growing consumer demand for variety in cheese flavours this spring by launching an innovative mixed pack.

The new variety net will contain 15 Mini Babybel cheeses: five of the Original flavour, plus five each of the brand's Cheddar and Gouda variants.

Mini Babybel is the UK's No.1 cheese snack, with 24% value share². Recent research by Green Light has revealed that parents want to offer a wider variety of flavours in their children's lunchboxes, but still seek the reassurance of a trusted brand that they know will deliver on taste and nutrition.

James King, Bel UK Marketing Director, says: "Consumers have long been telling us that they would love to buy more than one variety of Mini Babybel in a single pack, so we are delighted to now be able to offer them this. Kids expect variety in their lunchboxes and with the launch of a Mini Babybel variety pack, we are making it easier for parents to deliver this from a brand they trust.

"This new mixed pack is an exciting way for us to add something different to the cheese snacking fixture, which we know is a key aisle for parents when shopping for the lunchbox occasion. Stocking this new net will add a real point of difference to a retailer's aisle."

The Mini Babybel Variety Pack is launching into Tesco from 31st March, with an RRP of £3.89.

-Ends-

¹ ICM December 2013, sample of c.1,000 parents who buy cheese snacks

² Nielsen 4 w/e 04.01.14



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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®.