



Press release

10th March 2014

Mini Babybel full of the joys of spring with new packaging

Mini Babybel is launching special limited edition spring packaging across its core SKUs, to create excitement around the cheese snacking fixture during one of the year's most important holiday seasons.

Featuring chicks, bunnies, ducklings, lambs, ladybirds and the sun, the new cellophane wrappers will run across Mini Babybel Original 6-packs and 12-packs, Mini Babybel Light 6-packs and 12-packs and Mini Babybel Cheddar 6-packs. For the first time, the spring characters will also feature on the pack tags this year, as well as promotional trays – all of which are key to driving visibility and in-store theatre for the category.

Mini Babybel is the UK's No.1 cheese snack, with 24% value share¹. The brand is well known for its limited edition pack designs, which aim to bring moments of joy to youngsters and create additional excitement around the lunchbox occasion.

James King, Bel UK Marketing Director, says: "We know spring is becoming one of the key holiday seasons, with longer days allowing children to play outdoors for longer. Retailers are increasingly focusing on the seasons to differentiate their offerings and tap into consumer demand for seasonal items.

"Special designs across our cellos, tags and trays are a great way to add interest to the lunchbox at this key retail period. Retailers should make sure they are well stocked up as spring rolls around."

-Ends-

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¹ Nielsen 4 w/e 04.01.14



Notes to editors:

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®, Cheez Dippers®, Leerdammer®, Port Salut® and Boursin®.