



Press release

2nd May 2014

Shop 'til you drop with The Laughing Cow this spring

The Laughing Cow, the UK's number-one cheese triangle¹, is directly targeting its core female fan base with a new on-pack promotion this spring, offering the chance to win a weekly £1,000 shopping spree at House of Fraser.

Promotional packs will be on sale for eight weeks, offering consumers the chance to win a £1,000 splurge at the department store in a weekly draw, in addition to daily opportunities to instantly win a £50 shopping voucher.

High awareness of the promotion is expected amongst Laughing Cow's core consumers, as the promotion will be supported on Heart FM radio station throughout the campaign with on-air trails and live presenter reads.

The competition will run across all smaller packs of The Laughing Cow triangles from 5th May to 30th June, with promotional packs available across both the multiple and convenience channels.

James King, Bel UK Marketing Director, says: "This promotion has a very clear, relevant appeal to the Laughing Cow's audience of female shoppers, who drive the majority of the brand's consumption. Retailers should make sure they are stocked up and switched over to the promotional packs when the offer goes live at the beginning of May, as this promotion is sure to have strong visual appeal on-shelf."

-Ends-

Media enquiries:

E: bel@mercieca.co.uk



T: 020 7485 0100

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®](#), Leerdammer®, Port Salut® and Boursin®.