



Press release

11th August 2014

Mini Babybel goes for the thrill with Halloween gaming app

Lunchbox favourite Mini Babybel is releasing special limited edition Halloween packaging for the second year in a row, with a new downloadable augmented reality and gaming app, called Babybel Buddies, set to create even further excitement around the calendar's spookiest event.

Following on from the success of the brand's first-ever limited edition packs in 2013, the individual wrappers will again feature creepy images of carved pumpkins, ghouls and monsters on each individual Babybel.

However, this year consumers will also have the option to download a brand-new augmented reality and gaming app, highlighted on each limited edition net of Mini Babybel. By scanning their individual wrappers, consumers can enjoy a special augmented reality experience featuring one of the six Mini Babybel Halloween characters. On top of that, the app will offer a gaming platform where users can play as their favourite Mini Babybel Halloween character, each of which will demonstrate some surprising, unique moves. The Mini Babybel gaming app is set to become a regular feature across the brand's limited edition packs, with a similar activation planned at Christmas and into 2015.

The Halloween packs will be available across all retail channels for a five-week window from 29th September until 3rd November. The designs 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.

The Halloween campaign will also be supported by print advertising and a three-week burst on TV, kicking off on 6th October.

Steve Gregory, Bel UK Marketing Director, says: "Halloween is a really exciting time of year, not just for youngsters but for adults too. Following on from the success of the limited edition Halloween packs that we launched last autumn, we decided to take that one step further in



2014 with the creation of a gaming app which we hope will become a key component of Mini Babybel's forthcoming marketing campaigns and will create some genuine excitement amongst even our very loyal consumers.

"In recent years, Halloween has become a key part of the grocery marketing calendar, and now offers a very strong sales opportunity for both multiple and convenience retailers. We would encourage you to get stocked up with these specially designed packs before and during the TV campaign, to meet increased demand from your customers."

Made with 98% milk, Mini Babybel is the UK's number-one cheese snack, with 24% market share¹. The brand is committed to bringing more excitement and fun to the cheese aisle and in 2013 became the first cheese snack to tap into the growing importance of the Halloween occasion with limited edition packaging.

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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®.

¹ Nielsen MAT to 19.07.14