



## Press release

**1<sup>st</sup> September 2014**

### **Mini Babybel Singles out convenience sector with new format**

Bel UK is tapping into the fast-growing food-to-go market this autumn with the launch of Mini Babybel Single – an individually wrapped and barcoded portion of the cheese snack in shelf-ready packaging, set to boost sandwich fixture sales for retailers.

With more than 50% of Mini Babybel consumption already coming from lunch out of the home<sup>1</sup>, the launch of the Single sku is set to maximise even further the growing number of ‘on-the-go’ occasions where shoppers can purchase the brand. Cheese is included in 27% of adult packed lunches and 36% of children’s lunchboxes<sup>2</sup>, so there is a significant opportunity to boost the presence of cheese in the lunch occasion, which Mini Babybel Single is set to do.

Mini Babybel Single is available in a strongly branded, 20g shelf-ready case containing 30 portions of cheese, with an RSP of 40p per portion<sup>3</sup>. The handy cases have been designed to slot perfectly into a retailer’s sandwich and chilled snacks fixture, in a bid to drive impulse sales.

The product is rolling out across the UK’s convenience estate from 8<sup>th</sup> September, including independents, symbol groups and multiple convenience stores. It will gradually replace the brand’s existing convenience-focused sku, Mini Babybel 2Go, which contains two portions of the cheese snack per pack. The switch to a single serve portion has been based on consumer insight that shoppers prefer the convenience and portion control of a single snack at lunchtime, as opposed to a duo pack.

Steve Gregory, Bel UK Marketing Director, says: “It’s hard to ignore the growth of the convenience market and convenience retailers have been crying out for a single serve Mini Babybel – rightly so, as it’s their No. 1 cheese snack brand and also the only brand to target effectively both adults and kids.

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<sup>1</sup> Kantar Worldpanel Usage Data November 2012

<sup>2</sup> Kantar Year to April 2014

<sup>3</sup> Pricing at the sole discretion of the retailer



“It was a natural move for us to launch Mini Babybel Single, allowing us to drive lunchtime sales and impulse purchase at sandwich fixtures. Shoppers are browsing the sandwich fixture for something a little bit different and Mini Babybel Singles offer a healthier, handy option for grabbing lunch on the go, plus a little bit of fun.”

Mini Babybel is the UK's No.1 cheese snack, with 23.9% value share and growing by 2.6%<sup>4</sup>.

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**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®.

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<sup>4</sup> Nielsen MAT 19.07.14