



Press release

10th September 2014

Port Salut Slices get an autumnal makeover

Port Salut is giving its Slices a packaging makeover this autumn, boasting a more modern look with stronger branding to increase shelf stand-out and encourage trial.

Available through the grocery channel from September, the new format continues to feature Port Salut's iconic orange colouring and highlight the perfect fit for baguettes. The distinctive new packaging fuses contemporary and traditional design to reinforce the brand's much loved heritage.

Steve Gregory, Bel UK Marketing Director, says: "With our strong distribution in the trade and a sleeker, more modern feel to the packaging, we firmly believe that Port Salut Slices will attract Port Salut's famously loyal consumers into the slices category. Leveraging Port Salut's fantastic heritage, we're really excited about the new look slices rolling out this autumn."

The launch coincides with a brand new listing in Sainsbury's from early September, in addition to existing listings in Tesco, Asda and Waitrose. Each 120g pack contains six slices of creamy French Port Salut, at an RRP of £2.

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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®.