



The Laughing Cow Light now available in Cheddar variant

The Laughing Cow, the UK's number-one cheese triangle¹, is expanding its ever growing Light portfolio with a delicious new Cheddar flavour. This latest launch follows the success of The Laughing Cow Light with Blue Cheese, which has delivered phenomenal growth since launch and now represents one of the brand's best-selling skus.

Appealing to health-conscious women, **The Laughing Cow Light with Cheddar** is made with real mature cheddar to deliver the indulgent taste of the cheese they love, but with the benefit of 25 calories per triangle. The new flavour comes in a handy single-serve creamy triangle and offers women who want "real snacking pleasure", a simple way to add variety to their lunch or afternoon snack.

Steve Gregory, Bel UK Marketing Director, comments: "2015 will be a fantastic year for The Laughing Cow. We have put a lot of energy into developing flavours that not only respond to consumer trends but are genuinely appealing. UK consumers love the punchy taste of cheddar cheese and the launch of our new variant enables us to deliver this enjoyment, but in a lighter yet tasty snack format."

The Laughing Cow brand is growing ahead of the Spreads Category² with a brand value of £25.8m and a 12% market share³. Helping to drive this growth, The Laughing Cow Light with Blue Cheese has generated £3.3m value sales to date⁴ and has outperformed all other Cheese Snack & Spread NPDs launched in the last 2 years with an outstanding 42% of shoppers repeating purchase⁵. Set to continue this success, the new Cheddar flavour by The Laughing Cow is expected to bring incremental growth to the category.

The new line is launching in ASDA at the end of January and major multiples will follow.

-Ends-

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¹ Nielsen, Grocery Multiples, Value sales, MAT- 03.01.15

² Soft cheese + Processed cheese

³ Nielsen, Grocery Multiples, Value sales, MAT 03.01.15

⁴ Nielsen, Grocery Multiples, Value Sales, Launched in August 2012

⁵ Kantar Total Market, Repeat Buyers %, MAT 04.01.15



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®.