



The World's Favourite
Belgian Chocolates

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Guylian introduces new creative gift concepts offering 100% Belgian chocolates

Guylian Seahorse Chocolates, the brand's icon in a stylish gift box



Guylian presents a new luxurious gift concept combining the original marbled seahorse chocolates with a dark variation. Each seahorse chocolate is made with 100% pure cocoa butter and Belgian chocolate, filled with Guylian's signature hazelnut praliné.

Steven Candries, Export & Travel Retail Director with Guylian, comments: "With this new gift concept Guylian reinforces its leadership in the seashells segment. The seahorse is by far the most loved shape in our seashell collection, so with this line extension we really respond to a consumer desire."

This new box (16 pieces – 185g), with hardboard lid, perfectly fits in the upscale gifting segment.

New product launch

New Guylian Cocoa Truffles, our Belgian heritage



Next to our premium flaked La Trufflina truffles and the new La Perlina pralines, we're now adding a new truffle variation to our range. It's the traditional Belgian truffle, with a smooth and intense milk truffle filling and delicately dusted with fine cocoa powder.

"We're really going back to our roots; Guylian's company founders Guy and Liliane started the Belgian family business in the sixties with premium handmade truffles, packed in ochre-yellow-gold square boxes. We're now using the same colours for this new ballotin, expressing our Belgian heritage and expertise. As we're really differentiating our brand in this chocolates segment, we're

convinced that consumers will be attracted by both the story and product, bringing a valuable sales growth for our trade partners”, comments Steven Candries, Guylian’s Export & Travel Retail Director.



Guylian’s original Belgian Chocolate Truffles from the fifties, the inspiration for our new Cocoa Truffles.



The new 200g Cocoa Truffles ballotin (23 pieces) regenerates our historical truffle packaging and offers high quality Belgian chocolates.

New Belgian Chocolates Assortments

Luxury Belgian Collection, new assortment with Guylian favourites



In the assortment segment Guylian broadens its range of luxurious gift boxes with the *Luxury Belgian Collection*. The new refined selection combines Guylian’s favourites; Guylian seahorse chocolates Original Praliné, Opus Belgian Pralines and the new La Perlina Milk Truffles, a Belgian milk chocolate praline with a delectably smooth milk chocolate truffle filling.

The new range is available in a 192g square box (16 pieces) and 258g (24 pieces) gift box. It brings great value for money and offers an excellent choice of 100% Belgian chocolates.

The World Expo Shanghai chocolate hit

La Perlina Truffles, new delicate chocolate treats



During the World Expo in Shanghai last year, Guylian was one of the four partners of the successful Belgian Chocolate Corner. Every day the pavilion was overrun by thousands of visitors who wanted to taste the great Belgian chocolate truffles produced by Guylian.

All visitors and especially the Chinese were extremely excited about the chocolates because of their refined, delicate taste and high quality. We now launch the chocolates worldwide as La Perlina Truffles. A thin crispy shell in finest dark or milk Belgian chocolate encases a luxuriously smooth milk chocolate truffle filling which really delivers a full sensory experience. We also have a milk chocolate version.



“We’re proud to once again have a superior new gourmet chocolate in our range, which is 100% Belgian. The product’s strength lies in its straightforward concept, fully focusing on a powerful and intense taste sensation. True chocolate pearls”, says Steven Candries, Guylian’s Export & Travel Retail Director.

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