



The World's Favourite
Belgian Chocolates

Trade press release
TFWA World Exhibition Cannes 2011
Guylian booth: Mediterranean Village P 10

-----World première-----

Guylian launches pioneering and creative chocolate gift card concept

At TFWA Cannes 2011 Guylian will be presenting a remarkably innovative chocolate gift concept. It's a **greeting card with chocolate, complete with a ready-to-use mailer**.

Despite all online tools and networks **the greeting card business is still huge**. In the US for example every year seven billion greeting cards are sold¹. Many people still love sending traditional postcards by mail and often have strong demands when they do so: they look for something special, something with which they can really impress and surprise their friend.



Guylian's LetterBoxGifts offer three things: first of all a **high quality greeting card** with room for a personal message. Secondly a **mailer box** on which you simply need to write the recipient's address and add a stamp. If you're giving it face to face, you can seal the card with the beautiful greeting card design on the outside. Last but not least it offers a wonderful surprise for the recipient; **premium Guylian Belgian Chocolates**, either six Guylian's Temptations or six milk chocolate praliné filled hearts.



Guylian has **world exclusivity** for the chocolate LetterBoxGifts; no other chocolate brand can market it². Shipments start from September 1st 2011. In a first stage the concept will be presented mainly to the European duty free confectionary, news agents and In-flight sales channels. The retail selling price varies between €5 and €8.

"We are extremely excited to be able to market this unique concept on an exclusive basis. It perfectly fits within our range of premium Belgian Chocolates gift boxes. This is a totally new way for consumers to give our chocolates as a present to their loved ones," commented Steven Candries, Guylian's Export & Travel Retail Director. "We believe this product has great sales potential in many countries."

¹ The Greeting Card Association USA 2010

² Guylian has world exclusivity except UK and Ireland domestic market.



Guylian's LetterBoxGifts range consists of three themes for the biggest all year round gift giving occasions: Congratulations, Thank You and Love You.



'Congratulations' and 'Thank You' have 6 Guylian's Temptations inside.



The 'Love You' box offers 6 milk chocolate hearts filled with Guylian's famous hazelnut praliné.



The boxes are offered in a hanging clip strip of 12 pieces, the most convenient way for additional off shelf presentation and promotions.

* * *

For further information, please contact:
Steven Candries
Export & Travel Retail Director Chocolaterie Guylian
T +32 3 760 97 00
E steven.candries@guylian.be
W www.guylian.com