



**ISM 2011 – booth: Hall 10.2, C 031- C 039**  
**January 2011 – Sint-Niklaas, Belgium**

## New limited edition Guylian's Temptations

Last year Guylian launched a new range of wrapped premium Belgian chocolates in the famous Guylian seahorse shape. After a successful start with everyday indulgence and sharing packs, the range has been extended with limited edition special shaped gift boxes.

Our Christmas collection consists of an attractive golden Christmas ball, a festive Christmas tree and star shaped gift box. Offering a mix of three flavours – Original Praliné, Dark Praliné and Milk Truffle - these new packs are very valuable gifts containing a generous amount of chocolate at an affordable price.



Guylian's Temptations  
Christmas ball  
108g – 10 pieces



Guylian's Temptations  
Christmas Tree  
108g – 10 pieces



Guylian's Temptations  
Christmas Star  
150g – 14 pieces

For celebrations such as Valentine's and Mother's Day there's a new heart shaped box, elegantly decorated with golden and red curls.

Mieke Callebaut, Guylian's Sales & Marketing Director for Europe, said: "With Temptations Guylian is further establishing the success and heritage of the brand. We offer our worldwide consumers a great chocolate gift at competitive price point for every occasion."



Guylian's Temptations Heart box  
173g – 16 pieces



## Guylian Seahorse Chocolates: the brand's icon united in luxurious gift boxes

Guylian presents a new luxurious gift concept combining the beautifully sculpted marbled and dark seahorse chocolates. Each seahorse chocolate is made with 100% pure cocoa butter and Belgian chocolate, and filled with our signature recipe; a luxuriously creamy chocolate praliné, made by slow-roasting fresh Mediterranean hazelnuts in a small-batch copper kettle. They are then finely ground and blended with silky smooth Belgian milk chocolate, to create the ultimate chocolate experience.

Guylian Seahorse chocolates are available in a luxurious gift box (16 pieces – 185g) with a dark brown tray and stylish white lid.



For informal every day gifting or self-indulgence Guylian offers the Original Praliné seahorse chocolates in a 2 or 4 piece pack.



Seahorse chocolates Original Praliné  
23g - 2 pieces



Seahorse chocolates Original Praliné  
46g - 4 pieces

## The World Expo Shanghai chocolate hit

# La Perlina Truffles, new delicate chocolate treats



During the World Expo in Shanghai 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. La Perlina

Truffles are now available in two varieties, Extra Dark 74% and Milk Chocolate. The thin crispy shell encases a luxuriously smooth milk chocolate truffle filling which really delivers a full sensory experience.

La Perlina Dark Truffles are specifically made for Asian consumers who favour dark chocolate. The milk variety will be launched mainly in Europe, the USA and Australia.

"We're proud to once again have a superior new gourmet chocolate in our range, which is a 100% Belgian product. We go back to our roots - Guylian's company founders started the Belgian family business with premium handmade truffles – and back to what premium chocolate is all about; high quality ingredients and great taste," commented Mieke Callebaut, Guylian's Sales & Marketing Director Europe.



La Perlina Dark Truffles - gift box  
132g – 16 pieces



La Perlina Dark Truffles - trial pack  
33g – 4 pieces



La Perlina Milk Truffles - gift box  
132g – 16 pieces

## New Belgian Chocolates Assortments

# Luxury Belgian Collection – new selection of Guylian favourites



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

The gold foil logo, the cocoa powder decoration, the dark brown ribbon with the elegant name *Luxury Belgian Collection* makes this luxurious box the perfect gift to delight your family and friends.

The new range is available in 4 gift formats: 192g popular square box (16 pieces), 258g (24 pieces), 517g (48 pieces) and 717g (64 chocolates).

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## About Guylian

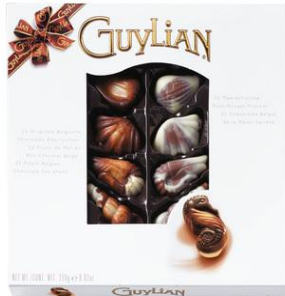
Guylian is the **market leader in boxed chocolates in Belgium**. Guylian was founded in 1960. With a team of 250 employees, Guylian produces a wide range of Belgian chocolates in a state-of-the-art factory in Sint-Niklaas (Belgium), whilst still respecting its traditional chocolate-making heritage.

Guylian **exports to more than 100 countries** on the European, Asian, Oceanic and American continents. Guylian sales teams in the UK, USA, France, Germany, Portugal, Spain and Asia ensure that Guylian products are available in all major supermarkets, department stores, chocolate specialty stores, travel retail and duty free shops. With a growth of 6% in sales in 2010 Guylian has outperformed the chocolate market growth of about 3%.

Around the world, Guylian is synonymous with quality Belgian chocolate. **Quality is our first priority**. A unique blend of West-African cocoa beans forms the basis of our premium Belgian chocolate, made with 100% cocoa butter. Only the best hand



selected hazelnuts from the Mediterranean are used for the roasted hazelnut praliné filling of our world famous Chocolate Sea Shells.



**The Belgian Chocolate Sea Shells are Guylian's star product.** The hazelnut praliné filling is still produced according our unique recipe in the age-old traditional manner, a heritage of the company's founding father. Our secret method of roasting and caramelizing hazelnuts gives Guylian chocolates their signature taste. A distinctive blend of the finest Belgian milk, dark and white chocolate gives Guylian Sea Shells their characteristic marbled look. Guylian Belgian Chocolate Sea Shells are the number one Belgian boxed chocolate brand distributed in travel retail and duty free shops.

### **Guylian's Commitment to Conservation**

Marine life is threatened around the world. **Project Seahorse is dedicated to preserving seahorses and other marine life across the world. Guylian provides vital long term support for this crucial work and is a major partner since 1999.**



Seahorses function as the flagship symbol for a wide range of marine conservation projects. These magical but fragile creatures are a good indicator of healthy coastal ecosystems. Saving the seahorses means saving the seas!



Photo: Bettina Balnis

Project Seahorse and Guylian agree on the importance of seahorses as a sign of quality – whether it's for fine Belgian Chocolates or as an indicator of healthy coastal seas. **Every time you buy a box of Guylian Belgian Chocolate Sea Shells, you are supporting Project Seahorse.**

Project Seahorse was established in 1996 in response to the growing danger to seahorses from overfishing, incidental catch in non-selective fishing gear and the destruction of coastal marine habitats. More than 25 million seahorses - both dead and alive - are traded globally each year. The vast majority used in traditional medicines, but the aquarium and souvenir trades also put heavy pressure on the species.

Project Seahorse engages in research and marine conservation at scales ranging from community initiatives to international agreements. Project Seahorse is based at the Fisheries Centre, University of British Columbia (Canada) and has team members working in Australia, Canada, Hong Kong, Philippines, Portugal, UK and the USA.

To find out more about Project Seahorse, visit [www.projectseahorse.org](http://www.projectseahorse.org).

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### **FOR FURTHER INFORMATION, PLEASE CONTACT:**

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