



The World's Favourite
Belgian Chocolates

Guylian Sea Shells Extra Dark wins 3 stars Superior Taste Award 2010 elected by 120 renowned Chefs and Sommeliers

Guylian has the great honour to announce that Guylian Sea Shells Extra Dark has been awarded with the Superior Taste Award 2010 with 3 stars by the International Taste & Quality Institute.

The International Taste & Quality Institute

The International Taste & Quality Institute is the leading independent Chef- and Sommelier- based organisation dedicated to testing and promoting superior tasting food and drink from around the world.¹ All branded and processed products sold in grocery stores can participate annually to the Superior Taste Award.²

The jury consists of 120 renowned chefs and sommeliers from 12 of the most famous European culinary and sommeliers associations, such as the Association de la Sommellerie Internationale (ASI).

Products are blind tested, without packaging and any other identification. The Superior Taste Award is not a competition. Products are tested on their own merit. The members of the jury cannot compare with other brands or products. They have to focus on the intensity of gustatory pleasures such as overall first impression, appearance, flavour,...

¹ Source: www.itqi.com/en/about-itqi.html

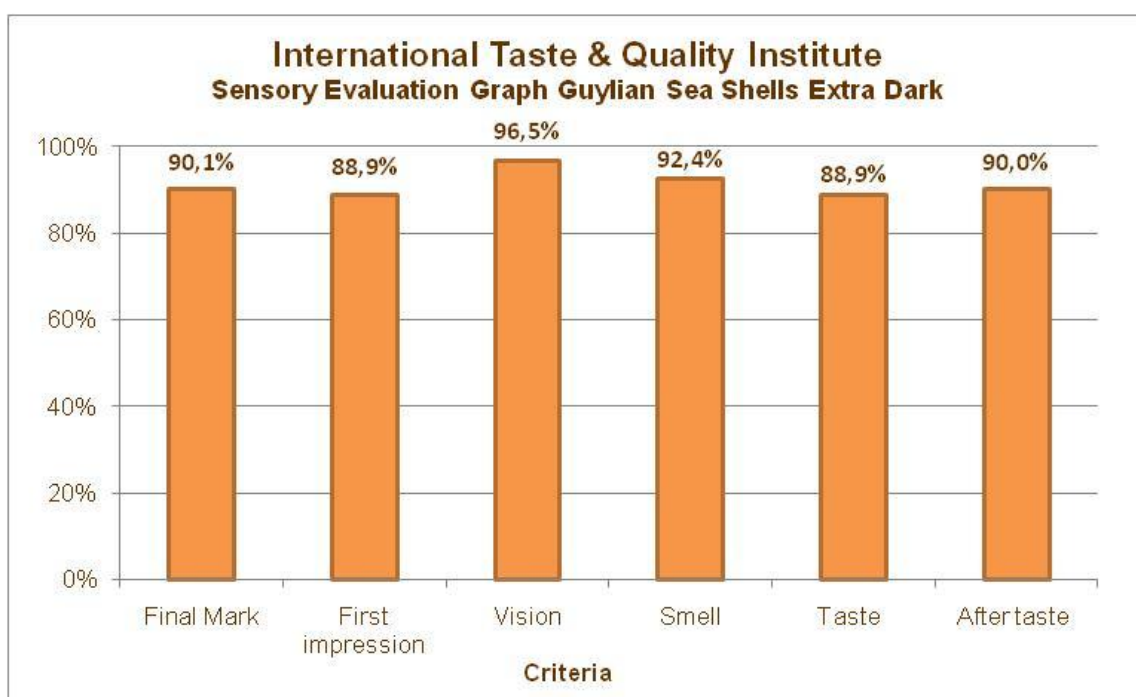
² Source: www.itqi.com/en/about-itqi/judging-process.html

Guylian Sea Shells Extra Dark gets 3 stars from 120 renowned chefs and sommeliers by International Taste & Quality Institute



In total 902 products had subscribed for the prestigious Superior Taste Award 2010. Only 14,5% of the participating products has won the Superior Taste Award with 3 stars, equal to 131 products. 414 products (45,9%) have won the 2 stars Superior Taste Award. The Superior Taste Award with 1 star has been given to 157 products (17,4%). 200 products didn't receive an Award.

124 of 902 products were Belgian products. 22 of 124 Belgian products have won the Superior Taste Award with 3 stars, and only 2 of them in the chocolate segment.



Guylian Sea Shells Extra Dark wins the Superior Taste Award with 3 Stars. The extra dark Belgian Chocolate Sea Shells have **an exceptional overall score of 90.1%**. 3 stars is the best ranking in Superior Taste Award, and only products with an average score of 90% or higher get this remarkable label.

Guylian Sea Shells Extra Dark scored **88.9% for general first impression**. The beautifully sculpted extra dark Sea Shells get a phenomenal score of **96.5% for vision** and **92.4% for the smell**. The intense and long lasting taste and after taste also score very good, **88.9% for taste** and **90% for the after taste**.

Guylian Sea Shells Extra Dark – Extra Taste

Guylian, renowned for their world famous original marbled Chocolate Sea Shells, has created extra dark chocolate Sea Shells with 74% cocoa. Filled with a unique dark hazelnut praliné filling, made to a secret recipe, the Sea Shells Extra Dark are the ultimate in indulgence.



Extra dark

Dark chocolate is gaining popularity throughout the world due to its health benefits. Guylian Extra's beautifully sculpted shells are made of premium quality Belgian dark chocolate with 74% cocoa; Guylian's extra dark chocolate is made of the best West-African cocoa beans, delivering an intense and long lasting taste.

Extra taste

Guylian's Master Chocolatiers have created an exquisite taste striking a perfect balance between the 74% dark chocolate shell and the dark hazelnut praliné filling. Guylian's hazelnut praliné filling is still produced according to our unique recipe in the age-old traditional manner, a heritage of the company's founder. Our well-kept secret method of roasting and caramelising hazelnuts gives Guylian's chocolates their signature taste. The extra dark Belgian chocolate shell and the praliné filling make a perfect match.



About Guylian



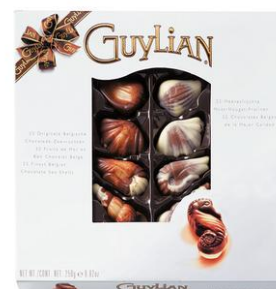
Guylian is the **market leader in boxed chocolates in Belgium** with a total worldwide turnover of 125 million US \$ (2008). Guylian was founded in 1960. With a team of 250 employees, Guylian produces a wide range of Belgian chocolates in a state-of-the-art factory in Sint-Niklaas (Belgium), whilst still respecting its traditional chocolate-making heritage.

Guylian **exports to more than 100 countries** on the European, African, Asian, Oceanic and American continents. Guylian sales teams in the UK, USA, France, Germany, Austria, 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.

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.**



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. Project Seahorse engages in research and marine conservation at scales ranging from community initiatives to international agreements.

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!

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.**

To find out more about Project Seahorse, visit www.projectseahorse.org.

FOR FURTHER INFORMATION, PLEASE CONTACT:

Mieke Callebaut - Marketing & Sales Director Europe
Chocolaterie Guylian NV - Europark Oost 1 - 9100 Sint-Niklaas - Belgium
Tel: +32 3 760 97 00 - E-mail: mieke.callebaut@guylian.be