

Belgian chocolate brand Guylian launches individually wrapped bars for everyday indulgence, responding to the worldwide trend of portion control

Guylian, a premium Belgian chocolate player, present in more than 100 countries around the world, with globally led innovation enters a new category in the chocolate market to offer chocolate lovers a great tasting indulgence, anytime and anywhere.



- Almost 1 out of 3 consumers care a lot about portion sizes
- Global launch of **NEW individually wrapped Guylian Belgian Chocolate bars** 4 x 25gr
- Social responsibility with sustainably sourced cocoa

Recent consumer research shows that almost **1 out of 3 consumers attach importance to portion sizes**. Therefore Guylian responds to this growing **portion control** trend by introducing small single wrapped Belgian Chocolate bars on a global scale, in 120 countries around the world. Guylian is **one of the best-selling Boxed Chocolate brands in travel retail with 50 years of experience**. Guylian's latest innovation is the launch of the **NEW Guylian Belgian 100g Chocolate bars**: a range of **6 premium varieties of individually wrapped mini bars (4x25g)** made of the finest Belgian Chocolate with 100% cocoa butter, available in exquisite, popular flavours; Creamy Milk, Premium Dark 72%, Hazelnut and Salted Caramel. The range also features two flavours, Milk and Intense Dark 84%, with no added sugar, using stevia-based sweeteners. The Intense Dark 84% bar is vegan. Each of the 25g bars is embellished with the iconic Guylian Sea Horse. And as they are individually wrapped, you can enjoy a fresh, indulgent and premium treat on the go. Anywhere. Anytime.



Global launch as a response to chocolate trends



With the launch of these new Guylian Belgian Chocolate Bars, Guylian responds to key chocolate trends.

*"The younger generations are more deliberate in choosing what they eat: for snacking or treats **they like to enjoy smaller amounts of higher quality products**. And therefore, today we see **that twice as many consumers prefer the individually wrapped chocolate bars over a plain chocolate bar**, says Pieter De Pauw, Marketing Director of Guylian.*

*"Our R&D and marketing team have identified **more premium, more indulgent, more sustainable and more healthy** chocolate products as the key chocolate category trends, and we have used this insight while developing for our 2019 brand strategy to grow our Guylian brand everyday", says Mieke Callebaut, Managing Director of Guylian.*

Guylian has also added two **No Sugars Added bars, made with Stevia**, a natural sweetener derived from the Stevia rebaudiana plant that contains little to no calories or carbohydrates. These bars are enriched with fibers and suit perfectly in a balanced diet and a healthy lifestyle. They have a smooth and rich texture thanks to the dietary fiber that has replaced the extra sugar.

NEW Guylian bars made from sustainably sourced cocoa

*“More consumers are looking for brands that support social and environmental causes. Guylian supports both **Project Seahorse** and **Project Cocoa**. Project Seahorse supports the conservation of coastal marine communities, while Project Cocoa is committed to improving the lives of the cocoa farmers, their productivity and reducing their environmental impact. With every bar we sell, we support these two projects directly”,* says Pieter De Pauw, Marketing Director of Guylian. By moving into individually wrapped foil, Guylian manages to reduce the CO2 footprint per 100gr by at least factor 4 versus their old Aluminum packaging.



Since 1998, Guylian has been the major sponsor of **Project Seahorse**, an international marine conservation organization. In total, Guylian has provided more than 2.0 million Euros in support of their programs. Guylian helps to raise awareness around the world through targeted outreach activities. Find out more on www.projectseahorse.org



Picture from Lars Reichenbach, winner of the SeaHorses of the World Photo competition 2018.



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Project Cocoa, Guylian's own program to support sustainably sourced cocoa, powered by the Cocoa Horizons Foundation. With the new Guylian Belgian Chocolate bars made out of 100% sustainable cocoa, Guylian takes a first step to reach its ambition to use 100% sustainable cocoa by 2025. For more info visit: <https://www.guylian.com/sustainability/>

Guylian embraces continuous innovation

Guylian strongly believes in the success and consumers' relevance in their “World's Favourite Belgian Chocolates” and therefore recently significant investments have been made to increase the capacity of the production plant in Sint-Niklaas (Belgium). After building a new production line for Guylian's super premium Belgian Master's Selection in 2017, Guylian made further investments into a brand new chocolate bars production line. The first new Guylian Belgian Chocolate bars are produced in June 2019 in the newest production unit in Sint-Niklaas, Belgium and the first orders have already left the factory for China and the US end of June.



Last year, Guylian announced its ambition to become the leading palm oil free Belgian Chocolates brand. There has never been palm oil in Guylian Sea Shells, as they are made with 100% pure cocoa butter, following the original recipe of the founders. In 2018, Guylian decided to remove all palm oil

from the other ranges of Guylian pralines and truffles. Today, Guylian can say that already 99% of its products are palm oil free. Palm oil has been replaced with sustainable shea butter and sunflower oil, resulting in smoother textured and even better tasting chocolates which are better for the planet and healthier, with less saturated fat and less sugar.

About Guylian

Guylian exports to **more than 120 countries** and is available in **75% of travel retail shops globally**. It is one of the best-selling Sea Shell Chocolate brands in the world. Especially within the segment of Belgian Boxed Chocolates in travel retail. Guylian has a team of 250 employees and produces a wide range of premium Belgian Chocolates in a state-of-the-art facility in Sint-Niklaas, Belgium. It continues to respect its traditional chocolate-making heritage whilst also remaining at the forefront of innovation.

Around the world, Guylian is synonymous with **high quality Belgian Chocolates**. A unique blend of West-African cocoa beans forms the basis of its premium Belgian Chocolates, which are made from 100% pure cocoa butter. **The Sea Shell Chocolates are Guylian's flagship product**. Their Hazelnut Praliné filling is roasted in-house according to the original recipe of the founders, using copper kettles. The secret method of roasting and caramelizing hazelnuts gives Guylian Chocolates their signature taste.

Images as well as extra information are available via following link:

https://www.dropbox.com/sh/thybw2p28ebmyxd/AAALoKE2EC-68_UmVbCiu0qta?dl=0

FOR FURTHER INFORMATION, PLEASE CONTACT

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