



## **Guylian wins the “Corporate Social Responsibility Award” during 2019 TFWA in Cannes for its 20 years dedicated support to “Project Seahorse”.**

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Guylian is supporting several sustainability programs: Project Seahorse (marine wildlife conservation) and Project Cocoa (sustainably sourced cocoa), and is using more sustainable ingredients (palm-oil free fillings). Guylian is continuously looking for improvements in the production process to produce with less impact on the environment (e.g. 25% energy reduction over the past 10 years).

Guylian has been Project Seahorse's loyal partner and main sponsor since 1998. Project Seahorse is a small yet mighty team (<http://www.projectseahorse.org/>), led by Dr. Amanda Vincent (University of British Columbia) and Dr. Heather Koldewey (Zoological Society of London). Project Seahorse uses seahorses as flagship species to tackle the most urgent conservation issues for coastal marine wildlife (overfishing, illegal trade in endangered marine animals...) by understanding interactions between marine life and humans, working with governments and local communities. In total, Guylian has sponsored more than € 2 million. Besides Guylian's financial contribution, the company also helps to spread the word about Project Seahorse and conservation efforts on more than 25 million of its chocolate boxes sold worldwide every year.



Photo: Ben Stiefelhagen

Guylian is part of Project Seahorse's biggest conservation successes:

- obtain agreement and provided practical advice for 182 CITES nations (the Convention on the International Trade in Endangered Species) to limit the export of seahorses to sustainable levels
- prompted the Hong Kong Chinese Medicine Merchants Association to implement a voluntary code of conduct for seahorse imports
- created 35 no-take Marine Protected Areas in Danajon Bank, a threatened double barrier coral reef system in the Philippines
- set up the iSeahorse website and app where anyone, anywhere in the world can contribute to seahorse science and conservation by sharing their wild seahorse sightings.



In 2018 Guylian announced its ambition to become the leading Palm oil Free Belgian Chocolate brand. Palm oil has been replaced with shea butter and sunflower oil, resulting in smoother textured and even better tasting chocolates. Chocolates which are better for the planet and healthier, with less saturated fat and less sugar.

With Project Cocoa, Guylian is supporting the Cocoa Horizons Foundation from Barry Callebaut (<https://www.cocoa Horizons.org/>), an independent, non-profit organization supervised by the Swiss Federal Foundation Supervisory Authority. Guylian is committed to improve the livelihoods of cocoa farmers and their communities through the promotion of sustainable farming (no deforestation), improved productivity, community development and the protection of nature and children. Guylian has the ambition to use 100% sustainable cocoa by 2025.



## About Guylian

Guylian is a **top 10 best-selling Boxed Chocolate brand**. Guylian has a team of 250 employees and produces a wide range of 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. Recent innovations include the launch of the new Bars 4 x 25gr with individually wrapped portions, available in 6 different flavours, and Guylian Master's Selection, a premium range of surprisingly flavoured mini chocolates. Guylian exports to **more than 120 countries** and is available in **75% of Travel Retail shops globally**. It is the number one best-selling Sea Shell Chocolate brand in the world and the number one best-selling Belgian Boxed Chocolate brand in Travel Retail.

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**. The Hazelnut Praliné filling is roasted in-house according to the original recipe of the founders, using copper kettles. The secret method of roasting and caramelising hazelnuts gives Guylian Chocolates their signature taste.

## FOR FURTHER INFORMATION, PLEASE CONTACT

**Johan Van de Slycke**

Sales Director

*Chocolaterie Guylian NV*

*Europark Oost 1*

*9100 Sint-Niklaas - Belgium*

*[www.guylian.com](http://www.guylian.com)*

Phone: +32 (03) 760 97 00

[Johan.Van.de.Slycke@guylian.be](mailto:Johan.Van.de.Slycke@guylian.be)

**All visuals used in this press release and more are available on:**

<https://www.dropbox.com/home/Marketing/Press%20Release%20kit%20-%20Guylian%20winner%20of%20%20CRS%20Initiative%20of%20the%20Year%20award%202019%20Frontier%20Awards>