

December, 2009



### **Leerdammer to launch in new block format**

Leerdammer, the number one selling brand in natural cheese slices from Bel UK, is set to offer further alternatives to consumers with the launch of a new block format this Christmas. The 225g convenient block will replace the existing Leerdammer Original and Lightlife wedges.

With increasingly busy lifestyles, consumers are constantly looking for more conveniently packaged, high quality products and a recent Bel UK survey supported this. The results demonstrated that the new block shape is perceived by consumers as being more convenient than the wedge format and created higher purchase levels with Hard Continental Cheese buyers<sup>1</sup>. The research also found that Leerdammer is enjoyed in a range of ways and is well suited to a variety of usage occasions beyond slices and the cheeseboard. The new block will therefore offer consumers even more options across snacking and cooking occasions.

In addition, to offering wider consumer appeal, Leerdammer is excited to introduce a mature block variant to the range. Leerdammer Mature responds well to the current consumer demand for stronger tastes. With its intensely mature flavour, Leerdammer works very well in cooking. Mature is also the nation's number one flavour preference<sup>2</sup>.

Bel UK's Marketing Director, Ian Greengrass comments:

"The launch of Leerdammer into block format is a huge development for the brand. With Cheddar block sales accounting for up to 50% of all cheese bought and having a 93%<sup>3</sup> penetration, it is clear that UK consumers know and understand the usage and versatility that block cheese provides, highlighting a significant sales opportunity for both retailers and the Leerdammer brand.

"Leerdammer is currently showing strong value and unit growth in the Continental Hard segment (up 6.0% in value<sup>4</sup>) and the extension into block will help propel the brand's growth even further, driving sales for retailers nationwide.

---

<sup>1</sup> In-Vivo Quantitative Study and In-Home Test, Feb 2009

<sup>2</sup> TNS – Sales Volume Share, 52wks w/e 28<sup>th</sup> December 2008

<sup>3</sup> AC Nielsen – Homescan – 52wks w/e 31<sup>st</sup> October 2009

<sup>4</sup> AC Nielsen – Total Market – MAT Value and Unit Sales – w/e 31<sup>st</sup> October 2009

“Leerdammer will be a key focus for us over Christmas and will be supported by a £3 million marketing programme beginning in 2010 to encourage wider usage and drive trial.”

-Ends-

**Notes to editors:**

**About Bel UK**

Bel UK Ltd is a subsidiary of the Bel Group, the world's leading producer of cheese portions. The company was started in France in 1865 - today it has a presence in over 120 countries, 23 production sites and an annual turnover in excess of £1 billion. The Bel Group produces many of the UK's most popular cheese brands, including Mini Babybel®, The Laughing Cow®, Cheez Dippers®, Leerdammer®, and Port Salut®. Boursin®.

**For further information please contact:**

Simone Harvey – [simone@mercieca.co.uk](mailto:simone@mercieca.co.uk)

Rebecca Cheers – [rebecca@mercieca.co.uk](mailto:rebecca@mercieca.co.uk)

020 7485 0100