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Leerdammer set to extend its success with new easy opening packaging

This October, Bel UK, a subsidiary of the Bel Group, the world's leading producer of branded cheese portions, is set to invigorate the packaged cheese market with the launch of new easy-opening packaging for Leerdammer – the number one selling brand in natural slices¹.

The new packaging is available across all three of the slices variants – Leerdammer Original, Leerdammer Lightlife and Leerdammer Mature - and includes an easy to open and close, clickable lid which maintains Leerdammer's fresh taste for longer. The new pack is easier to reseal after opening and features an innovative wave shaped design on the base to increase rigidity which also makes it easier to store. An eye-catching yellow border around the seal itself will create greater stand out on shelf to help drive purchase.

Leerdammer provides a quick and easy sandwich filling that tastes delicious, and with its portion controlled slices it is an ideal solution for health aware consumers. Leerdammer Lightlife contains 50% less fat than cheddar and provides 40% less fat than the original Leerdammer variant.

Ian Greengrass, Marketing Director at Bel UK, said:

“This new Leerdammer packaging is an exciting evolution for the brand, giving it a fresher look and delivering greater convenience for consumers. The re-sealable design, which will help shoppers enjoy Leerdammer's fresh taste for longer after opening, aims to improve the Leerdammer product offering and is an example of our continuous efforts to innovate and meet the needs of consumers across our leading brands. As the number one selling brand in natural slices, the Leerdammer range is the ideal choice for retailers looking to stock a brand that will have appeal across their customer base.”

-Ends-

¹ Nielsen - Value and Volume Sales - w/e 08th August 2009

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®.

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