



Port Salut partners with J.P. Chenet to bring cheese and wine together in-store

Port Salut promotion offers consumers free cheese with their wine purchase

Port Salut, the number one selling brand in Soft Speciality, from Bel UK will be partnering with the leading French wine brand, J.P. Chenet across grocery outlets throughout April and May. Created by marketing consultancy Toucan, the promotional activity will give consumers the opportunity to redeem a free 185g Port Salut with any purchase of J.P. Chenet red, white or rose wine, communicated via neck collars on the bottles.

The neck collars will be included on 400,000 bottles sold in Tesco, Morrisons, Sainsbury's and Asda and will feature a promotional code which consumers can enter into the new Port Salut website to claim their free cheese. All promotional activity will direct consumers to the site, which will also convey the Port Salut story and give further background and information, engaging consumers with the brand and it will link to the J.P. Chenet site to build on the partnership. The activity will give the brand presence amongst new consumers outside of the cheese fixture, further increasing awareness and highlighting Port Salut as a perfect accompaniment to wine.

Bel UK's Marketing Director, Ian Greengrass comments:

"We're delighted to be working with J.P. Chenet to offer consumers a free 185g Port Salut when they purchase a bottle of wine. Consumers associate cheese with wine as they taste great together and as two leading French brands, Port Salut and J.P. Chenet are a natural fit.

"The in-store promotion will get Port Salut in front of a range of consumers, both existing Port Salut lovers and those who purchase J.P. Chenet, but may not have tried Port Salut. The joint activity will increase trial and bring new consumers to the brand, which we hope will drive incremental sales for retailers and further the success of the brand."

Port Salut is a delicious mild, smooth and soft French cheese, available in a wedge, slices or cut straight from the deli counter.