



## **Bel UK Innovates its Number One Speciality Spreadable with New Boursin Minis**

### **News Release**

**29<sup>th</sup> June 2010**

This summer, Bel UK will launch a brand new innovation for Boursin, the number one speciality spreadable cheese<sup>1</sup>, called Boursin Minis. The new product features mini pieces of Boursin Garlic & Herb flavoured cheese in a handy re-sealable pot that will keep the product fresh for five days after opening. It will be available in selected grocery outlets from late June and will be supported by in-store sampling and TV advertising using the infamous Du Pain, Du Vin, Du Boursin creative, to drive awareness and trial.

Versatile, mess free and convenient, Boursin Minis can be enjoyed with both hot and cold meals including pasta dishes, salads, jacket potatoes, soups, sauces and much much more. The packaging features eight different recipes which drive home the product's versatility, creating more purchase opportunities and potential sales for retailers. It also includes the new Boursin website address, where shoppers can discover more delicious recipes.

Consumer research<sup>2</sup> shows that over three quarters of people are eating out less frequently and as a result cooking at home occasions are increasing. With this trend, shoppers are trying new and varied meal solutions, opening the way for loved and trusted brands like Boursin to innovate and capitalise on consumers' growing need for new and diverse ingredients.

The Cooking and Salad Cheese segments are two examples reflecting this trend, with both showing strong value and volume growth<sup>3</sup>. Cooking Cheese is currently worth £117m, up +6.9%

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<sup>1</sup> Nielsen, Total Market, w/e 15th May 2010

<sup>2</sup> State of the Nation, 2009 (conducted via OMD Insight's Snapshots panel : 2,500 nationally representative UK adults, of which 700+ respond each week; the results are weighted to reflect the demography of the UK population).

<sup>3</sup> Nielsen Total Market Sales - w/e 15th May 2010

in value and +8.1% in unit terms and Salad Cheese is worth £32.8m up +4% in value and +6.7% in units.

Bel UK's Marketing Director, Ian Greengrass comments:

"We're delighted to be launching Boursin Minis. As part of our commitment to delivering products that will add value to the category, Boursin Minis is a unique and tasty alternative to feta cheese, and its diversity means it can be used in a number of dishes.

"The new launch presents an exciting opportunity for retailers to further benefit from the success of Boursin, the UK's number one Speciality Spreadable, as it will engage existing brand lovers and encourage trial amongst new consumers.

"The format also responds to a growing consumer trend towards cooking with cheese and benefits from the great taste of Boursin Original, that consumers know and love, in an easy to use versatile format. Retailers should merchandise Boursin Minis next to Boursin Original in their cheese fixture to sign-post the new product and maximise stand-out on shelf."

-Ends-

**Notes to editors:**

**About Bel UK**

Bel UK Ltd is a subsidiary of the Bel Group, the world's leading producer of Branded cheese portions.

The company was started in France in 1865 - today it has a presence in over 120 countries, 27 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®, Port Salut® and Boursin®.

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