



## **Press release**

**24<sup>th</sup> January 2014**

### **Leerdammer Toastie scoops Product of the Year gong as TVC goes live**

Leerdammer Toastie, the innovative natural cheese slice launched in 2013 by Bel UK to tap into the hot sandwich opportunity, has been awarded a coveted Product of the Year award in the cheese category – on the same day that a fresh burst of advertising for the product hits TV screens nationwide.

Leerdammer Toastie, which launched in May 2013 to sit alongside Leerdammer Original and Leerdammer Light, boasts thicker slices and a richer, creamier recipe for better melting. Consumer research unveiled by Product of the Year as part of the judging process praised Leerdammer Toastie for its convenience, practicality and size, making it the perfect cheese to use in a toasted sandwich.

The annual Product of the Year awards, voted for by a survey of 11,941 people by TNS, are celebrating their tenth year operating in the UK in 2014. Product of the Year is the world's largest consumer-voted award for product innovation, established 26 years ago in France and now operating in 39 countries and recognising the best products across the FMCG marketplace.

As well as scooping a prestigious award, a new wave of TV advertising is hitting the small screen today for Leerdammer, which is the overall No. 1 brand in the natural sliced cheese segment<sup>1</sup>. The TVC is a repeat of the 'Incognito' creative execution with a Toastie tag in the end frame that ran last autumn.

The 'Incognito' creative shows a man tasting Leerdammer Original Slices at an in-store sampling stand. Drawn to the cheese's soft, creamy texture and sweet, nutty flavour, he keeps finding ingenious ways to come back for more. The aim of the advert is to encourage shoppers to think of Leerdammer as a unique, irresistible brand, with the updated Toastie tag set to encourage trial of the latest sku, to coincide with winning the Product of the Year award.

---

<sup>1</sup> Nielsen MAT 07.12.13



James King, Bel UK Marketing Director, says: “Winning Product of the Year for Leerdammer Toastie is testament to the high level of innovation this line has brought to the natural slices sub-category. We’re delighted that the product has proven already to be such a hit with consumers and are confident it can continue this success throughout 2014.

“Backed by a fresh burst of TV advertising as the cold weather continues for just a few more months, the time has never been better for consumers to explore the hot sandwich opportunity by trialling Leerdammer Toastie. We will be working closely with our retail partners over the next few months to really boost the profile of this product and ensure we make the most of the Product of the Year gong.”

The Incognito TVC will be on air from 24<sup>th</sup> January until 15<sup>th</sup> February, with in-store activity across major multiples flagging the Product of the Year win until March.

-Ends-

**Media enquiries:**

Laura Gould

E: [bel@mercieca.co.uk](mailto:bel@mercieca.co.uk)

T: 020 7485 0100

**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 began life in France in 1865. Today, it has a presence in more than 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®, Leerdammer®, Port Salut® and Boursin®.