



Press release

31st March 2014

Boursin gets digital savvy with new cookery campaign

Boursin, the UK's number-one¹ speciality cheese, is teaming up with British chef and restaurateur Marcus Bean to launch its own YouTube channel this April, featuring a selection of specially created recipe videos showcasing the versatility of the range, to help drive sales beyond the classic cheeseboard usage.

The new recipes are convenient, speedy and incorporate the full range of Boursin flavours, as well as the brand's Portions format, which was re-launched in 2013. In addition to the YouTube channel, the recipes will feature on a brand-new Boursin website, all set to inspire the target audience – ABC1 females aged 25-54 – to find new and innovative ways of cooking with Boursin.

Boursin usage tends to peak at special occasions such as Christmas and New Year, as it is so widely associated with the cheeseboard. For the last two years, the brand has been encouraging consumers to also think of Boursin as a cooking cheese, kicking off in 2012 with recipe creation and then taking that one step further in 2013 by teaming up with *Celebrity MasterChef* winner Lisa Faulkner, to add extra credibility to the brand's cooking credentials. This year's digital campaign is the latest stage of the activity and will be backed by video seeding, PR, blogger and media outreach.

The 10 new recipes will be phased for release throughout the year, as many have a seasonal twist, and will include: beef and mushroom burgers stuffed with a Pepper Portion centre; garlic & herbs gnocchi with tomato & vegetable ratatouille; rump of lamb with garlic & herbs, mint & caper crust, sauté potatoes and spinach; pumpkin, butternut squash & sage arancini with gooey Boursin; chicken breast stuffed with fig and Boursin and wrapped in Parma ham; and smoked salmon & tiger prawn linguine with a garlic & herbs sauce.

¹ Nielsen MAT 01.02.14



The new Boursin website will also feature a ShopWire button, which enables consumers to easily click through to their favourite online grocery website, straight to the page featuring the Boursin ingredient in question.

James King, Bel UK Marketing Director, says: “This latest phase of our campaign to get consumers cooking with Boursin really gives us a great digital platform to talk to consumers, who we know are increasingly looking online for recipe inspiration.

“Marcus’s recipes really showcase the breadth of products within the Boursin portfolio. As well as helping to boost sales of our best-selling flavour, Garlic & Herbs, this campaign is a great opportunity for retailers to encourage trial of our other flavours in-store and work with us to generate interest in the brand beyond key occasions such as Christmas.”

The new Boursin website and YouTube channel go live on 1st April.

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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®.