



## **Press release**

**April 2014**

### **Laughing Cow Light with Blue Cheese expands pack options**

Laughing Cow, the UK's number-one cheese triangle<sup>1</sup>, is making its Light with Blue Cheese variant available in a 256g pack of 16 triangles for the first time, to continue building on the success the flavour has delivered to the category since launching less than two years ago.

The Laughing Cow Light and Light flavours, including Blue Cheese, are growing the overall light cheese category, with value sales up by 19%<sup>2</sup>. The Blue Cheese variant has delivered more than £2.8m to the category in the last year<sup>3</sup>, driven by strong brand support including TV, radio and press. Shoppers are adding Light Blue to their baskets as an incremental purchase – in fact, 61% of Light Blue sales are growing the category<sup>4</sup>.

The flavour has been well received by shoppers looking for a healthier choice, who still want to enjoy the indulgent taste of full fat speciality cheeses such as blue cheese without compromising on taste. It comes in a handy format for portion control and is made with real blue cheese, delivering the taste that consumers love, with 25 calories per triangle.

Building on this success, the brand is now making Light with Blue Cheese available in a larger pack format, driving value for the consumer and the category due to the flavour's increasing penetration and high repeat rate.

James King, marketing director of Bel UK, says: ““Laughing Cow Light with Blue Cheese has enjoyed a really strong performance since launch and we want to build on this by making it available in a bigger pack format for heavier buyers.”

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<sup>1</sup> Nielsen MAT 01.03.14

<sup>2</sup> Nielsen MAT 01.03.14

<sup>3</sup> Nielsen MAT 01.03.14

<sup>4</sup> Kantar 52 w/e 02.03.14



The Laughing Cow Light with Blue Cheese 16-pack is launching into Tesco in April, with an RRP of £2.15.

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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®.