



Press release

2nd May 2014

Mini Babybel celebrates the beautiful game

Mini Babybel is kicking off a football-themed campaign to create in-store excitement and drive additional sales during 2014's summer of sport, with special football wrapper designs and an on-pack promotion to win a Mini Babybel-branded football.

As well as the special football-themed wrappers, consumers will have the chance to win one of 15,000 Mini Babybel-branded mini footballs. To reveal a unique winning code, consumers must scratch the silver panel on promotional packs, and then enter that code online at www.babybel.co.uk. If a winner, they will also be invited to submit a picture via email to be published in a campaign gallery.

More than five million Mini Babybel packs will be available across all channels from 12th May to 30th June, supported via specially created TV, outdoor, PR and display advertising. The activity will run on packs of Mini Babybel Original 6s, Mini Babybel Original 12s, Mini Babybel Light 6s, Mini Babybel Light 12s and Mini Babybel Cheddar 6s.

James King, Bel UK Marketing Director, says: "At this time of year, what better way for Mini Babybel to build on its long history of creating excitement in the cheese snacking fixture than with this promotional campaign celebrating the beautiful game?"

"The football wrappers continue our tradition of putting specially designed packs into stores at key times of year such as Christmas and Halloween, while the on-pack competition will certainly give family shoppers an additional reason to purchase. We would encourage retailers to ensure they have the promotional packs stocked up and ready to roll out in advance of the on-pack going live."

Mini Babybel is the UK's No.1 cheese snack, with 24.1% value share¹.

-Ends-

¹ Nielsen 4 w/e 01.03.14



Media enquiries:

E: 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®.