



Press release

2nd June 2014

'Spot The Boule' with Port Salut this summer

Cheeseboard classic Port Salut is continuing its long-running association with French wine brand JP Chenet this summer, with a 'Spot The Boule' on-pack promotion inspired by the classic 'Spot The Ball' newspaper game and giving shoppers the chance to win various French-themed prizes – even a trip to Paris.

The promotion will launch on 16th June and run until the beginning of August across 350,000 packs of Port Salut's best-selling variant, the 185g wedge, plus bottles of JP Chenet wine. Consumers are invited to enter their unique pack code on www.portsalut.co.uk, where they will be presented with a squared image of the typical French boule game. By selecting a square, they will instantly find out if they have won either a boules set, a bottle of JP Chenet wine or a 185g pack of Port Salut. All players will also automatically be entered into a prize draw to win a holiday in Paris, which will include Eurostar travel, hotel accommodation, a private tour of the city and tickets to the world-famous Moulin Rouge.

This promotion follows on from a successful on-pack link-up with JP Chenet last autumn, which saw consumers offered the chance to 'Win a Bicyclette'. Competition packs will be available across all UK retail channels and the promotion will be supported by sampling activity in Asda and Tesco during mid-July, the weekend following Bastille Day.

James King, Bel UK Marketing Director, says: "This is the fourth time that we have linked up with JP Chenet for a Port Salut on-pack promotion that uses a classic French theme to help reinforce the brand's positioning as an authentic but accessible French cheese. We are confident this on-pack will create good sales momentum for the brand this summer and will attract lighter speciality cheese consumers to the category."

-Ends-

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®.