



Press release

August 2014

Laughing Cow back on the box with Lights range

Laughing Cow, the UK's number-one cheese triangle¹, is back on the small screen this month with a burst of advertising to raise awareness of the brand's full portfolio of Light flavours.

With several lighter options available in a range of different flavours, The Laughing Cow has managed to develop a core of loyal consumers looking for healthier cheese spreads that don't compromise on taste. The Laughing Cow Light contains 25 calories and Extra Light 20 calories and 2% fat. Laughing Cow's Light with Blue Cheese and Light with Emmental variants also tap into the prevailing trend towards more flavours within lighter cheeses, and have both added incremental shoppers to the spreads category.

The advertising features the light-hearted, animated Laughing Cow catwalk creative used in previous campaigns, with an updated end frame highlighting the Light flavours available.

Steve Gregory, Bel UK Marketing Director, says: "Our portfolio of Laughing Cow Light flavours are delivering growth for the spreads category and we expect this latest burst of advertising to raise further interest and drive incremental sales across the portfolio."

The advert will be on air until the end of the month, running across channels including ITV, ITV2, More4 and Sky Living.

-Ends-

Media enquiries:

E: bel@mercieca.co.uk

T: 020 7485 0100

¹ Nielsen MAT 19.07.14



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®.