



Boursin: Driving Festive Category Sales

With the busiest and most profitable time of the year for retailers fast approaching, Bel UK has launched a high profile multi-touch point campaign for beacon brand Boursin® – as it looks to support retailers over the crucial Christmas period. The #1 brand in the speciality cheese category¹, Boursin®'s 2016 campaign includes the launch of an eye-catching range of Christmas themed packaging across its major skus, as well as its biggest ever shopper marketing campaign, social media activation and a supporting TV ad.

Launching in November will be Boursin's® boldest Christmas themed packaging to date. Building on Boursin®'s recognised iconic logo the Boursin® cheese packaging will feature an impactful and premium gold design, running across the hero product Boursin® Garlic & Herbs and all additional Boursin® skus. The limited edition packaging will ensure Boursin® stands out from the crowd, allowing consumers to easily locate the brand on shelf. The visually appealing pack also makes it a must-stock for retailers as a clear signpost for the speciality cheese category and a key staple of the festive season enhancing Boursin®'s critical role as a category signpost and beacon for familiar, indulgent quality.

Supported with a £1.2m investment, this Christmas also sees the launch of the brand's biggest ever shopper marketing campaign. Back for Christmas 2016, the 'Pleasure is Très Serious' TV ad,

¹ Millward Brown, Specialty Cheese Category, 2015

highlights the brand's French heritage and plays on the importance of preparation when it comes to creating shared moments at the table with friends and family. Supporting activity include a strong, festive social media presence as the brand ramps up its activity over the festive season.

Consumers know that Boursin® adds a genuine point of difference to any Christmas celebration with its creamy, crumbly texture and unique intense taste. Boursin® Aperitif, the brands bite-size portions of Garlic & Herbs cheese rolled up in smoked ham presented in a convenient tray will be returning just in time for Christmas. Boursin® Aperitif is perfect for the party season, tapping into the desire for indulgent Christmas snacks.

Having undertaken in-depth research, Bel understands just how important the festive period is to both shoppers and retailers. The month of December sees the usual proportion of occasional shoppers of the speciality cheese category almost doubling from 19% to 38% of total shoppers² - indicating that there is real potential for retailers to boost profits over the festive season.

Penetration into the speciality cheese category more than doubles across December³, making it the second most shopped cheese category after Cheddar, and on average, Boursin® alone attracts more than half a million additional households over the festive season⁴. Bel UK's iconic Boursin® Garlic & Herb cheese (150G) was the 6th best-selling SKU in the total cheese category and the 3rd best-selling SKU in the speciality cheese category during Christmas

² Kantar Worldpanel, Specialty Cheese category, January 2015

³ Kantar, Total Market, penetration 2015

⁴ Kantar, Total Market, penetration 2015

week last year⁵ - demonstrating Boursin[®]'s role as a key player within the wider cheese category.

Also, adding to Bel UK's impressive and indulgent Christmas offering is Port Salut[®]. Rich in history, the much-loved French cheese has a distinctive orange rind, which adds an aesthetic dimension to any cheeseboard. Its mild taste and smooth texture mean it is great for adults wanting to enjoy the occasion without having to opt for strong or challenging cheeses.

Bel UK's Head of insight and planning, Chloé Féminier, commented: "Bel UK range of cheeses are perfect for indulgent occasions over the festive period, research suggests that consumers are much more likely to shop within the cheese category across the period.

"Boursin[®] is the ideal addition to any Christmas occasion and attracts over half a million additional households in December⁶ alone. We are delighted to support retailers with a fantastic 360-degree campaign over the key period of Christmas. Boursin[®], which enjoys the highest awareness in the specialty cheese category at 80%, is a key brand to guide occasional buyers over Christmas who can be daunted by the variety of speciality cheeses on offer."

For more information about Bel's cheese brands, go to www.bel-uk.co.uk.

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⁵ Nielsen, Total Grocery Multiples, unit sales, week ending 26.12.15

⁶ Kantar, Total Market, penetration 2015

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