



Christmas is coming with Mini Babybel®

Household brand, Mini Babybel®, is set to banish winter blues and bring some fun to the cold winter nights, as the fun-loving super cheeses get festive. Cosily wrapped up in seasonal packaging, Mini Babybel® is injecting the category with excitement and personality, which is sure to engage retailers and consumers alike.

Following the brand's success as number one in value sales for Christmas 2015¹, this winter, the number one selling cheese snack format² will embrace its reputation for celebrating key calendar events with consumers and bring back to shelves twelve entertaining winter characters. Each Mini Babybel® will have its own charming personality and wintery style this festive season, including 'the ice-skater' and 'the chilly'.

Traditionally a time when family and friends come together, Mini Babybel® is keen to help consumers enter into the festive spirit. As the brand with the broadest

¹ Nielsen, Value sales, Grocery Multiples, WE 07 Nov 2015 to WE 02 January 2016

² Nielsen, Value sales, Grocery Multiples, MAT P6 2016

appeal to both children and adults, and with 23.2% penetration in the category, Mini Babybel® is ideal for a variety of festive occasions. The perfect addition to any family gathering, party with colleagues or festive evening with friends, Mini Babybel® adds a seasonal decorative feel to the table where guests can snack together.

Easily identifiable, the unique and seasonal packaging, allows retailers to capitalise on the already strong resonance consumers have with the brand, at a time when shoppers are looking for additional ways to enjoy the season and their favourite snacks. The eye catching seasonal packaging offers great stand out on shelves, encouraging shopper engagement and therefore driving incremental sales.

Chloé Féminier, Head of Insight and Planning at Bel UK, commented: Mini Babybel®'s themed packaging helps retailers enter into the Christmas season and encourages that all-important engagement from consumers. Mini Babybel® is dedicated to bringing fun and enjoyment to every snacking occasion and the visually impactful winter themed packaging will be launched at a time when consumers are excited by brands who choose to engage the festive spirit."

The three Mini Babybel® Christmas formats will be available from the 21st November 2016 until the first week of January 2017.

Mini Babybel net of 6 - £1.85

Mini Babybel net of 9 - £2.45

Mini Babybel net of 12 - £3.15

For more information on Mini Babybel® call 0800 030 4594 (UK) or 1800 904 00 (ROI).

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

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