



Summer's looking tasty with The Laughing Cow® Mini Cravings

Offering snackers a brilliantly more-ish option, Mini Cravings by The Laughing Cow® are designed specifically to stop those pesky between meal hunger cravings. Each pack is made up of 24 cubes with eight cubes each of different flavour. Following the brand's initial success and responding to consumer demand, The Laughing Cow® has introduced some new and exciting flavours to its Mini Cravings range. The new flavours include Onion, Goat's Cheese and Salmon & Dill and replace the original variant. The new mixed flavour pack, in yellow packaging, joins the current Mini Cravings Herb Pack (Garlic & Herbs, Ham & Herbs and Three Cheese pack - in green), as well as the Mini Cravings Cheese pack (Blue cheese, Cheddar and Smoked cheese - in blue) formats, which have already been welcomed into seven per cent of UK households – fantastic performance for such a young brand.

With summer fast approaching and the need for snacking innovation to cut through a crowded marketplace The Laughing Cow® will be airing its much-loved, irreverent Mini Cravings TV ad throughout spring. The advert created by BAFTA- Y & R nominated directors Jonny Sabbagh and Will Harper, is set to get taste buds tingling just in time for the start of picnic season.

These tasty little 14-calorie per nibble cubes are perfect for consumers looking for a moment of snacking indulgence to stop those between-meal cravings. The Laughing Cow® Mini Cravings

are targeted at female adult snackers and are the perfect after-work snack to keep those pesky hunger pangs at bay, while not ruining appetites.

Head of Insight at Bel UK, Chloe Féminier comments, "With 80 per cent of snacking occasions in the UK featuring adults, but 95 per cent of portioned products targeted at children, consumers are desperate for a greater choice of adult snacks in the cheese category. The new Mini Cravings pack delivers a great combination of flavours, and consumers love them! Our research shows that the new pack is likely to be incremental to the existing range, appealing to adventurous palates".

Chloe added "Pre-Summer is the perfect time to launch this perfectly portioned low-calorie snack – consumers are thinking ahead to Summer holidays now, and looking for lighter savoury snacks that deliver on taste without the calories, to stop that craving before their meal".

Mini Cravings recently achieved a record-breaking result in a high profile independent taste test, with consumers awarding it the top score of 50/50 This clearly highlights the consumer appetite for a snacking format which delivers not only convenience and innovation, but also quality, taste and strong brand heritage.

Notes to Editors

- The RRP for The Laughing Cow Mini Cravings is £2.00
- Mini Cravings are available in Tesco, Asda, Morrison's, Sainsbury's, Coop and Nisa.

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