



WHO SAID BRITS ARE GRUMPY IN JANUARY?

Survey findings disprove perceptions that we're a miserable nation at the start of 2016

LONDON, UK – 14th January 2016 – Not famous for our jolly disposition, you'd be forgiven for thinking that January is typically a month that we don't welcome with open arms. Bad weather, New Year's resolutions and the back to work blues are generally considered the ingredients in making January a dreaded month and resulting in our positivity being at an all-time low.

However, new research suggests that we're lightening up when it comes to January, with only 30% of Brits having negative thoughts about the first month of the year and four in five claiming that January isn't even their least favourite. On the horizon, and long considered to be the most depressing day of the year, 85% of Brits also admit to not knowing when Blue Monday is whilst a third don't even know what it is.

Instead, with sales, new starts, holidays and Christmas money to spend, it seems as though Brits have much to look forward to as they replace New Year despair with new found optimism and joy. In a national survey of 2,000 Brits facilitated by Mini Babybel Light, random acts of kindness tops the list (50%) of things that make us joyful in January. 43% also believe that a positive attitude holds the key to January joy compared to going on a holiday (21%) and seeing friends and family (27%). Regarding things that over shadow our good mood, a fifth (22%) of respondents feel that negative attitudes from others dampens their positive outlook on January the most.

Often perceived as a necessary evil for a joyful start to the year, it seems as though Brits are in fact so optimistic about 2016 that nearly half (49%) don't feel obliged to make New Year's resolutions this month. In fact, only 1 in 20 of us are planning to join a gym with a mere 7% tackling Dry January and refraining from drinking alcohol this month.

While we should expect to see empty gyms and full pubs, it seems that healthy eating is a priority in early 2016 with more than a third (35%) admitting that eating good food will bring joy to their day this month with 20% feeling pressured to lose weight. With 42 calories per cheese and naturally high in protein, Mini Babybel Light is perfect for any lunch as the nation tries to eat healthier, with one in four people watching what they eat this month. Londoners are leading the way with more than half (54%) making a change to their diets to kick start the year.

Lacey Bradshaw, Senior Brand Manager for Mini Babybel Light comments: "We want to encourage people to be their happiest selves this January by sparkling childlike joy in daily life. Adding something extra to the monotonous lunch break with Mini Babybel Light is the ideal way to do this!"

Mini Babybel Light is encouraging people to lighten up this January and is available from all major retailers. For more information and for healthy lunchbox tips visit www.babybel.co.uk or join the conversation at twitter.com/Babybel.

-ENDS-



For more information, please contact:

Alex Snow/Elin Huws

Alex.snow@threepipe.co.uk/elin.huws@threepipe.co.uk

Tel: 0207 632 4800

Notes to editors

The research was conducted by One Poll in January 2016 on behalf of Mini Babybel Light. The 2,000 survey respondents were UK adults aged 18+.

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®.