



## **The Laughing Cow<sup>®</sup> – Launch of new Dip & Crunch Tomato and Oregano**

The Laughing Cow<sup>®</sup> continues to add a flavoursome kick to snack time for women with the launch of its tasty Dip & Crunch - Tomato & Oregano.

The new Tomato & Oregano breadsticks are the perfect combination to satisfy hunger pangs when dipped into The Laughing Cow<sup>®</sup> deliciously creamy cheese. At 99 calories per pack, this on-trend snack pack is ideal for the female consumer looking to snack on the go without compromising on taste.

This convenient snack pack will be rolled out across retailers from 27<sup>th</sup> January 2016, adding to the existing range of Dip & Crunch Original and Dip & Crunch Light.

Supported online, in store and across social media, the new Dip & Crunch flavour will be on shelves in time to save savvy snackers from bland snacking, as well as offering New Year dieters a tasty snacking alternative.

Bel UK Marketing Director, Steve Gregory said, "Our new Dip & Crunch Tomato & Oregano launch has been developed based on the strong performance of the existing Dip & Crunch range and the knowledge that UK adults are looking for greater variety in their savoury snack choices. Taste tests show consumers love the new

variant, and we are confident that it will be incremental to the range and to the category overall.

For more information about Bel's cheese brands, go to [www.bel-uk.co.uk](http://www.bel-uk.co.uk)

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