



The UK's Favourite Cheese Triangle Now with 28% reduced salt

With a brand new formula for 2016, Bel UK's No 1 cheese triangle¹ brand The Laughing Cow[®] is now available with 28% less salt. The Laughing Cow[®] individually wrapped 17.5g square portions will help caterers meet the recommended 800 milligrams of calcium per day for 11-18 year olds², as well as helping to contribute to reduce children's salt intake.

Available from January 2016, the new recipe will provide 32% of the recommended intake of Vitamin D – necessary for the normal growth and development of bones in children. A trusted and characterful element to any school menu, The Laughing Cow[®] is popular with children of all ages and contributes to a healthier school menu option.

With recent research showing that adults stop building calcium reserves as early as 30 years of age, caterers have a role to play in meeting the nutritional needs of children by encouraging youngsters to eat calcium-rich foods to build sufficient reserves during primary and secondary education. Fun to eat and nutritionally beneficial to their development, children will enjoy the smooth creamy taste of The Laughing Cow[®], while caterers will benefit from serving the individually wrapped cheese portions where portion control and wastage are key factors in budget management.

¹ Nielsen data MAT TY value sales to 07.11.15

² National Diet & Nutrition Survey, published in British Journal of nutrition, Dec 2011

Marketing Director at Bel UK, Steve Gregory comments: "Getting children to eat more healthily can be a challenge, but at Bel UK we believe our brands deliver great fun and a taste kids love, as well as having strong nutritional credentials. We work hard to ensure the same loved taste that has made The Laughing Cow® the UK's favourite cheese spread is maintained so that children will look forward to enjoying its creamy taste again and again.

"Enjoyed as part of a child's great tasting lunch, caterers and parents can feel confident that The Laughing Cow® square portions help respond to the nutritional needs of children. With a new formula for 2016, Bel UK is committed to improving and updating recipes to ensure the health and wellbeing of children."

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

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