



It's time to get spooky with Mini Babybel®

Fun-loving household brand Mini Babybel® is injecting some excitement into the category this Halloween, with the reintroduction of its eerie Halloween themed packaging. Available across October, the recognisable nets are full of cheeky Halloween characters including a pumpkin, a devilish devil and a freaky Frankenstein.

Halloween grows ever more popular in UK, and presents retailers with an opportunity to increase sales over the busy period as both children and adults look for new and interesting ways to celebrate the 31st October.

Keep stocked up on the different formats of Mini Babybel® over the Halloween season. The themed mini cheeses add interest and variety to the lunchbox, and are perfect for handing out to trick-or-treaters or serving at Halloween parties. The nets come in three different formats; nets of six (Original, Light, Cheddar and Gouda), a variety pack of nine (three Original, three Cheddar, three Gouda) and a net of 12 (Original and Light).

Head of Insight and Planning, Chloé Féminier, commented, "Halloween is the third biggest event of the year for retailers¹ and presents the opportunity for retailers to capitalise on category growth. Consumers look for inspiration to help them cater for their spooky celebration and mums love to find new, interesting treats beyond sweets and sugary snacks. Known for its cheeky, fun-loving nature, our consumers know they can rely on Mini Babybel® to help bring Halloween to life in a way kids will love".

Notes to Editors:

The three formats will be available throughout October

Mini Babybel® net of six

Mini Babybel® net of nine

Mini Babybel® net of 12

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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¹ Planet Retail

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