

## New slice of cheese market for Laughing Cow

Fromageries Bel has introduced a new slice format to The Laughing Cow brand to complement current range of cheeses, which includes the spreadable Wedges, Cheez Dippers, Belcubes and a Cheese Tub.

 By ActivRetail 24 Mar 2010



Portia Morewa, The Laughing Cow - cheese category manager, says that the introduction of the convenient individual slices is a means to further develop the brand by entering a core family segment with slices, which is adding variety to the cheese aisle and giving consumers additional choice within the range.

Available in four variants, Cheddar, Gouda, Light and Original, the new slices design provides the ideal form to prepare sandwiches, garnish dishes or simply pop an individually wrapped slice into a lunchbox as a snack.

The Laughing Cow Slices, which have halaal certification, are available at all major supermarkets nationwide in a 200g pack containing 12 slices for a recommended selling price (RSP) of R19.99 or a 500g family pack of 30 slices for an RSP of R39.99.

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