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CHOCOLATIER

Duc d'O

- OF BELGIUM -

Duc d'O Chocolaterie is presenting a major innovation in the truffle segment

In a country where a certain 'joie de vivre' is all-important, chocolate logically became one of its most well-known ambassadors. Indeed, it comes as no surprise that Belgian chocolate has conquered the world and stolen the hearts of so many. Over the past few decades, Duc d'O Chocolaterie has been one of Belgium's main producers and exporters.

At this edition of the ISM confectionery trade fair in Cologne, Duc d'O Chocolaterie is once again presenting a range of exciting chocolate novelties. In addition to two major innovations, Duc d'O has further improved a number of its top-selling products.



“Intense Collection” – Milk chocolate truffle with crunchy biscuit and white chocolate truffle with strawberry



Duc d'O Chocolaterie is launching a major innovation in its truffle range at ISM 2011. In order to make the positioning clearer for clients and customers, a separate product line will be introduced under the title “*Intense Collection*”. This sub-brand will contain all the exclusive truffle varieties that offer something ‘extra’ in terms of taste or additions.

In a drive to reinforce this strategic decision, the Belgian quality brand is at the same time launching two new truffle

delights: a milk chocolate truffle with crunchy biscuit filling and a white truffle with strawberry mousse.

The first is composed of an exquisite combination of the famous flaky truffle and one of France's most famous biscuits – the crêpe dentelle or feuilletine. These fine airy flakes give an extra crispy bite to the truffle, resulting in a highly refined chocolate sensation.

The second innovation combines the sweetness of white chocolate with the fruitiness of small pieces of strawberry. It is well known that chocolate and strawberry form a perfect partnership, but the lightness of the Duc d'O truffle filling and the top quality strawberries lend an extra dimension to this classic combination. Consumer research has shown, incidentally, that strawberry is one of the most popular flavours in chocolate. Yet another guarantee that this truffle product is bound to be a big hit with chocolate lovers.



Gijsbrecht OSTYN, Duc d'O Brand Manager explains: *“As market leader in the Belgian truffle segment, it is our task to be in the lead in presenting innovative ideas to our clients. We have to ensure ongoing renewal in this category. Dividing our range into “Original Collection” and “Intense Collection” is important for our future plans for our truffle line. From 2011, the “Intense Collection” range will on the one hand consist of what we call “delicacy truffles”, but it will also give our chocolatiers the opportunity to test new, innovative ideas on the market, on a relatively limited scale.*

I'm convinced that these two new truffle varieties will reinforce our prominent position and boost consumer preference for Duc d'O chocolates. Furthermore, in the next few years, retailers and consumers can look forward to still more delicious Duc d'O innovations...”

Both varieties will be launched in a 100g box with a unique design. Tasteful visual will be provided by the well-known food photographer Stephane Verheye. The title *“Intense Collection”* will feature prominently. Duc d'O will also, for the first time, state on the packaging that all truffles are 100% natural. This means that no artificial colourants, preservatives or flavourings have been used!

Last but not least, the consumer will be aware that Duc d'O is a 100% Belgian product. This is clearly visible in the logo at the top of the package as well as below. It is above all in the extensive export network of Duc d'O – the products are exported to more than 75 countries worldwide – that the Belgian origin of this product is a sign of quality and taste.

Both varieties will be obtainable in a shelf-ready display of 8.

“Wintertales Limited Edition” – exclusive festive season packaging in boxes and tins for Truffles, Pralines Pâtissières and Mini Pralines



Duc d'O Chocolaterie has launched five limited edition packaging designs for the 2011 festive season. In response to consumer demand, truffle, praline and mini praline packaging has been given a new look by Brandimage, a leading international design firm.

Attractive photography, stylised ice crystals and glossy metallic ink all contribute to a wintry image.

The cosy warmth of the chocolate is even more appealing during the darkest days of the year!

“These packages contain three of the most popular products in our range. Our clients can choose between the well-known white Duc d'O presentation and a packaging that is adapted to the season when it is purchased. Research has shown, in fact, that our products are widely used as gifts for family and friends. I'm therefore confident that these “winter tales” will be found on many a Christmas dining table or under the Christmas tree. Also later on – owing to their wintry feel – these will sell well,” says Gijsbrecht Ostyn, Duc d'O Brand Manager.

These seasonal boxes will be available only between October and February. After that, they will be taken off the shelves and replaced by standard Duc d'O packages.

The three ballotins will be available in a tear-off shelf-ready pack of 8 units. The two tins will be marketed in a cardboard box of 4 units.

Line extension

La Boule 180g – new reference



The sharing segment has for a number of years been one of the most successful areas in chocolate production. Duc d'O has been tapping that market for several years with its acclaimed La Boule line. Delicious chocolate balls with a white chocolate and milk chocolate coating and a delicate coffee, pistachio or praline filling.

"In 2011, Duc d'O will launch a completely new sharing product in the La Boule range. Core features will be a contemporary packaging with a window, adjusted weight, new foils and keen pricing. This combination is intended to give an extra boost to a product that, over the years, has more than earned its place in the range. A perfect product for cosy get-togethers of friends and family members who want to enjoy top quality Belgian chocolate," says Gijsbrecht OSTYN, Brand Manager Duc d'O.

Line extension

Mini Pralines 200g Gift Packaging and new design



Ten years ago, Duc d'O Chocolaterie was one of the first in the world to launch a line of genuine mini pralines. The individual weight of 5.5g made these mini pralines the perfect answer to the demand at that time for more bite-size products. The success of this product line proves that this innovation was greatly appreciated by the customer.

This year these mini delicacies will get a new look. This will bring them into line with the other products in the range. The playful design of the box will illustrate how many pralines it holds (36!). Finally, special attention has been paid to the inside of the lid

in order to also include the customer in the story behind Duc d'O as a confectioner of fine Belgian chocolate.



“Apart from a new design for the standard packaging, Duc d'O will also market a special 200g gift packaging of the Mini Pralines. Ever increasing demand for easy use has resulted in decorating this product with an aubergine-coloured exterior and a pale pink ribbon: a stylish colour scheme that many customers will find attractive. Traditional features are the spot varnish Duc d'O logo and the informative booklet included in the package,” says Gijsbrecht OSTYN, Duc d'O Brand Manager

Both products will be available in a shelf-ready pack of 8 units.



Pâtes de Fruits – new packaging



The new packaging for Duc d'O Pâtes de Fruits will be presented at ISM 2011. The original ballotin will be replaced by a modern bottom-lid box with and the design will be brighter.

These changes will raise this product's visibility on the shelf and offer more space for text on the front of the packaging.

Gijsbrecht OSTYN, Duc d'O Brand Manager: *“Pâtes de Fruits are a true classic in our range, and also to some extent an outsider. It is, in fact, the only Duc d'O product that does not include chocolate in its ingredients. But with this new packaging we want to underline that we still see a good future for this delicious quality product. By giving our Pâtes de Fruits a younger, brighter image and making them more eye-catching, this packaging is sure to be a marketing success, also in years to come.”*

Pâtes de Fruits 250g will be available in a shelf-ready display of 8.

About Duc d'O Chocolaterie



In 1983, Hendrik Verhelst, a keen chocolate lover, realised his dream when he founded his own chocolate company, Duc d'O Chocolaterie. From the outset, his aim was to provide customers with a high-quality product at an affordable price. A clear and simple strategy that paid off: Verhelst soon saw double-digit growth year after year. Since then, his son, Paul-Henri Verhelst, has taken over the management and is leading Duc d'O Chocolaterie firmly into the 21st century.

At the Belgian plant in Kruibeke (near Antwerp), a dedicated team of 120 employees produce 30 tons of chocolate products each day. The star products in the Duc d'O line-up are the famous Duc d'O truffles, pralines, Les Manons and liqueur pralines. But also the mini pralines, seashells, hearts, Easter eggs and chocolate bars are firm favourites with the customer.

Over the past decade, Duc d'O has built up an extensive export network. Today this network spans the globe: 80% of Duc d'O products are exported to over 75 countries worldwide.

Ever since the founding days of the company, the Verhelst family has set very high quality standards. Whether it is a question of purchasing the right cocoa beans, selecting the best batches of hazelnuts and almonds, or making customised couverture chocolate, 'maître-chocolatier' Guido Vandepierre has an unrivalled reputation and know-how, as well as tremendous inspiration.

As one of last major family-owned chocolate producers, Duc d'O Chocolaterie takes great pride in the fact that all the fillings are made in-house. Truffle cream, praline, caramel, pistachio, marzipan, mocha and many other fillings are based on recipes that have proved their success over the years. Naturally, Duc d'O pralines are made of 100% cocoa butter and are, of course, 100% natural, 100% authentic and 100% Belgian.

For further information and high-resolution photos:

Duc d'O Chocolaterie

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