

Guylian introduces indulgent Caramel Sea Salt flavor to TFWA Asia Pacific



Guylian introduces Salted Caramel Temptations

Belgian chocolate brand Guylian, famous for its iconic chocolate Seashells, returns to the TFWA Asia Pacific Exhibition in Singapore in May with a focus on innovation and product assortments.

Guylian will highlight an innovative approach to flavors and sustainability, with a spotlight on Guylian Temptations.

The popular Temptations, individually wrapped Seahorses in a range of different flavors, will be expanded with the new Salted Caramel. Guylian said the addition of this balanced sweet-salty taste to the existing mix caters to the ever-changing consumer preferences. By adding sea salt Guylian hints back to its origin story at the Belgian coast.

For those who prefer classic flavors, there will be plenty to discover at the TFWA exhibition. The Dark Praliné, highly appreciated in Asia, will also be available for Travel Retail in compact small packs of 65gr and 32gr.



The Guylian Temptations line offers individually-wrapped Seahorses in different flavors

Zero Plastic Initiative

The renewed flavor mix of Guylian Temptations will primarily be available for travel retail in a premium tube and pouch formats, great for gifting or as a special treat. Since 2022, Guylian has been using a paper pouch instead of a plastic one, and they are now extending this packaging improvement to the wrapping of these individually wrapped Seahorses.

By replacing the plastic wrapping with a paper alternative, Guylian avoids 6 tons of plastic per year and reduces their carbon footprint by 12.6 tons compared to 2023. “A 100% plastic-free Temptations collection is an important milestone for Guylian in its sustainability journey,” the brand said. “This demonstrates that the Belgian chocolate brand is effectively turning its goals into actions, consistently placing sustainability at the top of the agenda.”

Sven Adriaenssens, Senior Channel Manager Duty Free & Travel Retail, commented, “We are extremely excited and proud to establish another milestone in driving the sustainability agenda. Especially in the travel industry where all stakeholders - including travelers - are very conscious of their footprint and constantly seek ways to minimize the impact of the journey. This impressive plastic reduction will be noticed and appreciated by everyone involved”.