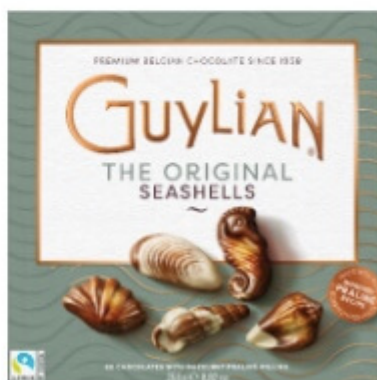


New manager confirms Guylian's travel retail ambition



Sven Adriaenssens, Senior Channel Manager for the Travel Retail & Duty Free market, Guylian

Chocolaterie Guylian, the manufacturer of Belgian chocolate seashells, has appointed Sven Adriaenssens as Senior Channel Manager for the Travel Retail & Duty Free market.

Adriaenssens brings many years of experience in the industry gathered in premium spirits at Diageo.

Guylian is well represented in travel retail and exports its products to more than 120 countries. The newly created role supports the company's strategic plan to relaunch the brand and optimize the assortment and the global distribution.

In addition to a new look, improved recipe and packaging, Guylian has moved towards a pole position in sustainability within the confectionery category, the company said.

Using 100% fair trade chocolate and having ditched palm oil and soy, all products are distributed in recyclable packaging. Chocolaterie Guylian has been a CO2-neutral company since 2022.

Adriaenssens said: "I am proud to join the amazing team behind this legendary Belgian brand. Its new look, improved recipe and the long-term vision of the management team towards a more sustainable environment are strong building blocks for a successful future."

Chocolaterie Guylian CEO Tom Snick enthused: "We are very happy that Sven joins us to further build the very important duty free and travel retail channel, which not only is an important pillar of our business but also a strong vehicle for the image of our brand and premium Belgian chocolate."