

New slice of cheese market for Laughing Cow

 By [ActivRetail](#)

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



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, while 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 provide the ideal format 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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