

# Duc d'O

PRESS RELEASE

*Chocolatier  
Artisanal*

**Belgium's 'Untamed Delicacy' premiers at ISM:**

**Chocolatier Duc d'O puts the essence of flaked chocolate truffles in the spotlight with renewed positioning and packaging**

Kruikebe/Antwerp, Belgium, 21 January 2013 – Belgian chocolatier Duc d'O, the biggest producer of flaked chocolate truffles in the world, renews its brand following extensive consumer research. Result: a striking new look & feel and clear positioning, sure to catch attention in retail points of sale.



Duc d'O used the uniqueness of each truffle and the contrast essential to flaked chocolate truffles as starting point, translated into the positioning 'Untamed Delicacy': on the outside truffles are hard and wild with rough flakes and have an amorphous look making no two truffles ever the same, while on the inside there is a soft and delicate filling, that is specifically airy thanks to Duc d'O's unique recipe. 'Untamed Delicacy' is also brought forward in a striking packaging with a handmade touch, making each package unique.

The result is a surprising but welcome change in the sector of chocolate delicacies and truffles for indulgence and gifts. Duc d'O, sold in over 70 countries worldwide, presents its 'Untamed Delicacy' positioning and products to retailers, premiering at ISM 2013, hall 10.2, stand E041-E049.

Belgian chocolate truffles are famous worldwide, with growth potential in emerging markets in Asia and Eastern Europe. Consumer research shows that within the chocolate sector, truffles have their very own particular meaning as being a traditional and artisan-crafted luxury product to consumers. The amorphous look is a key aspect for flaked chocolate truffles, as no two are ever the same.

The new brand positioning 'Untamed Delicacy' is based on the contrast of a truffle: the rough exterior in combination with a smooth and delicious interior, and the knowledge that a truffle is a unique, artisanal

# Duc d'O

## *Chocolatier Artisanal*

piece. The new logo and packaging were changed in line with the positioning and now also breathe craftsmanship, a certain wildness reflecting the chocolate flakes, while remaining sophisticated.



Each box of Duc d'O chocolate truffles has a handmade touch to it, making no two packages of Duc d'O truffles ever completely the same: a piece of rough straw and a wax seal closing the package, and a hand-written label. Another aspect making the Duc d'O chocolate truffles a real unique piece is their texture: Duc d'O has a special, secret recipe to make the chocolate filling creamy but also light and airy.

In the year of its 30<sup>th</sup> birthday, Duc d'O sets sail for growth: Duc d'O flaked chocolate truffles are well established in the chocolate sector in over 70 countries. The Belgian chocolatier now aims to increase its presence in points of sale with this new appearance. Retailers can discover Belgium's 'Untamed Delicacy' at the ISM fair in Cologne, hall 10.2, stand E041-E049.

- end -

### About Duc d'O

Duc d'O, founded in 1983 as a family company, became in 2011 a part of the Belgian chocolate group Gudrun, employing 254 people. Situated near Antwerp in Belgium, Belgian chocolatier Duc d'O is famous for its flaked chocolate truffles and pralines sold in over 70 countries worldwide, with a strong presence in Asia (Russia, Korea, Hong Kong, Singapore) and in Europe (Belgium, Germany, UK, France, Scandinavia).

### Contact

If you have any questions, or if you would like to meet Duc d'O at ISM to find out more about their chocolate truffles and positioning, please contact:

Peculiar PR – Goedele Soetemans – 0032 494 16 53 78 – [Goedele@peculiar.be](mailto:Goedele@peculiar.be)

Download pictures in high resolution: <http://peculiar.prezly.com>

Duc d'O at ISM: Hall 10.2, stand E041-E049.