



Sector: Food industry

Siroperie Meurens - Chocofruit

Siroperie Meurens is the manufacturer of genuine Liège syrup. The Belgian market leader launched the Chocofruit product in 2005, a new spread consisting of a combination of chocolate and fruit extracts. Siroperie Meurens has targeted Chocofruit at discerning consumers who want to eat healthily. The spread contains only 13% fat and almost 40% fewer calories than traditional chocolate spreads. That is why Chocofruit is also great for children.

Our challenge:

“Position the new product in the chocolate spread market.”

NewsEngine PR was given the assignment of presenting the product to the press, and launching it in the chocolate spread market.

Our approach:

“Use the funny anecdote about grandpa’s recipe.”

- The recipe for Chocofruit is over half a century old, and was devised by the founder and grandfather of the current management of the family firm. This fact was heavily emphasized in the press campaign so that besides the health aspect, it would also give the product a story and a history.
- Press target group: lifestyle magazines (men’s and women’s magazines, health and leisure magazines) and the food press.
- Interviews were arranged with the business press and the food press, in which the management of Siroperie Meurens presented the new product and market strategy.
- We went through the editorial calendars of the relevant media, to examine special features/publications could include coverage of Chocofruit.

Result:

“A whole series of articles in lifestyle media and the business press.”

The press campaign led to a series of articles about the new product and the underlying story, including in

- Daily papers like Le Jour/Le Courier, Het Belang van Limburg, Gazet van Antwerpen, L’Echo and La Libre Belgique.
- Weekly and monthly magazines like Libelle, Flair, Genieten, Femmes d’Aujourd’hui.
- Trade press like Store Check and Distributie Vandaag.

