

Squeeze: a new way of enjoying The Laughing Cow®



The Laughing Cow® processed cheese was launched in 1921 by Léon BEL who opened a small processed cheese plant in the Jura region of France. Since then, The Laughing Cow® has been enjoyed by many generations of consumers, either in aluminium portions, tabs, snacks or slices to become the most-sold BEL brand in the world.

The BEL Group, nowadays world No.1 in branded processed cheese, has launched in the United Kingdom The Laughing Cow® in a squeeze bottle, a new way for families to enjoy The Laughing Cow® cheese spread. This new presentation format is a 175g multi-layer squeeze bottle used in association with BERICAP flip-top closure ref. 4243 for easily squeezing the cheese onto a piece of bread or a plate, or to be used as topping on a baked potato, or in a cheese sauce...

The large footprint of BERICAP flip-top closure allows upside-down use of the bottle for ready-to-use consumption and ensures excellent bottle stability. Flip-top closure has a hinge for one hand opening, a 6 mm hole dispenser and is embossed with the sympathetic laughing cow logo. Closure is supplied with "easy open" aluminium seal acting as tamper evidence, protecting against oxygen permeation and microbiological contamination, then contributing to overall product freshness.

Why The Laughing Cow® actually laughs? Maybe because its superbly squeezable packaging will be soon available in the major