

# Fromageries Bel appoints Grapevine Communications

Issued by [Grapevine Communications](#)

24 Feb 2010

Fromageries Bel, French producers of fine cheese, has appointed Grapevine Communications as their PR partner of choice due to their impressive experience within the FMCG sector. Patleys, a member of the Bidvest Group Limited, are the sole distributor of Bel cheese into the South African market.

## About Bel Cheese

Bel is an international, family-owned group originating in France. The group specializes in developing and manufacturing quality, brand name cheeses enjoyed around the world and affordable to all. Bel is present in more than 120 countries thanks to its five internationally renowned core brands The Laughing Cow®, Mini Babybel®, Kiri®, Leerdammer®, and Boursin®. Bel is also recognized for its many national brands, which are specifically adapted to local tastes.

Bel has set food trends with its products by creating cheeses to be eaten at non-traditional times, creating an entirely new culture of cheese consumption. Processed pre-portioned cheeses and mini-cheeses simply did not exist previously. The opportunity opened up by these tasty morsels has been a pleasant discovery for young and old alike.

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