



PRESS RELEASE

SEPTEMBER 2018

**SPREAD INDULGENCE FURTHER WITH BRAND NEW
BOURSIN VELVETY**



Providing the ultimate in indulgent sharing, Boursin has launched **Boursin Velvety**, an irresistible new spreadable cheese with a smooth and creamy texture combined with the tantalising unique taste of Boursin Garlic & Herbs.

In new convenient packaging designed to preserve its fresh and indulgent taste. Boursin Velvety is the perfect companion for spontaneous snacking and sharing with loved ones. Whether you spread it onto fresh crusty bread at a weekend brunch or use it as a deliciously smooth dip to dunk vegetables and breadsticks as part of a tasty afternoon or post-dinner snack, you can share and savour indulgent snacking moments in even more ways.

Boursin, the irresistible cheeseboard hero, has been delighting households with its original crumbly Garlic & Herbs cheese since 1963, and now with the addition of the brand-new Boursin Velvety, you can dip and spread the deliciously indulgent and flavourful French cheese – treating your taste buds with the mouthwateringly moreish flavour of Boursin.



Boursin Velvety is available in Garlic & Herbs 125g at Waitrose from 10th October

RRP £2.20

Boursin Velvety is available on introductory offer for £1.50 until 30th October

For further information, please contact Popcorn PR:

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