



identity driven brand building®

PRESS RELEASE

12 March 2012

PB 120242

BbyB AND BRANDHOME PRESENT THEIR MASTERPIECES AT TAVOLA XPO

BbyB, a new Belgian haute couture chocolate brand, presented its first stand this year at Tavola, the trade fair for fine and fresh food held in Kortrijk. It proved to be an impressive début, as BbyB immediately picked up a *Gouden Tavola* – the award given to the best new products at the fair. Brandhome has developed a new, visual advertising concept for BbyB – in keeping with the values of the ‘master-brand’ – which was unveiled at the stand.

Dirk Reyn, investor and commercial coach at BbyB: ‘We asked Brandhome to build on the existing design elements of the product itself and to find us a strong, visual and appropriate branding concept. We quickly began to play with the idea of presenting BbyB’s products as “works of art in themselves”. The result was a stand that radiated pure creativity. And chocolate!’

Brandhome’s Nicoline Spruijt: ‘The chocolates are showcased as genuine masterpieces. It’s actually a literal interpretation of the BbyB concept of “Tasteful Masterpieces”, which led to a stand featuring real works of art on canvas. Each one had a label explaining the product, just like the paintings in an art exhibition.’

BbyB brings innovation to the haute couture of the Belgian chocolate world. Michelin-starred chef Bart Desmidt and *chocolatier* Jan Verleye aim to create refined and unexpected culinary combinations of only the purest ingredients and best chocolate.

Brandhome is a communication agency that works according to a unique and effective brand-building methodology, the Brandhome method®. The agency’s key goals include constantly increasing brand knowledge. Brandhome is headquartered in Antwerp, Belgium.

* * * * *

Note for editors, not for publication:

For more information about this press release, please contact Machteld Schierbeek, machteld.schierbeek@frappa.net, +32 3 237 05 95.