

PRESS KIT



BABYBEL® GOES PAPER: AN INDUSTRIAL MILESTONE ADVANCING MORE RESPONSIBLE PACKAGING



  Transforming the way we produce and consume food is one of the defining challenges of our time. At Bel, we have made a deliberate choice: to put innovation at the service of healthier and more responsible food for all, accessible at scale and respectful of natural resources. This ambition sits at the heart of our growth strategy and steers the evolution of our brands, our industrial capabilities, and our packaging solutions.

For more than 70 years, Babybel® has accompanied families around the world. Its uniqueness lies in both its universal fun and its ability to evolve with changing habits, food cultures, and societal expectations. Today, the brand takes another decisive step. In line with Bel's commitment to make 100 percent of our packaging recyclable and/or home-compostable by 2030, we are initiating the progressive transition from cellophane to recyclable paper packaging.

This shift is the result of years of work across our RID, packaging, and industrial operations teams, spread across several of our global sites. It is a testament to the strength of our integrated model: innovation designed as close as possible to the product, then scaled market by market with the highest standards of quality, safety, and performance that

underpin trust in our brands.

This ambition builds on decades of action to reduce our environmental footprint, redesign our formats, and support the transition of our entire product portfolio toward more responsible solutions. It also echoes a belief we deeply share: innovation must be a catalyst for progress. It enables us to address the food, environmental, and social challenges of tomorrow.

Babybel® continues to evolve while remaining true to what makes it iconic: a practical, shareable, unmistakable little portion. By elevating its packaging, we are advancing a key chapter of our journey, where responsibility and performance come together, fully aligned with the DNA of the Bel Group.

BÉATRICE DE NORAY
EXECUTIVE VICE PRESIDENT IN CHARGE OF GROWTH AT BEL GROUP

  Transitioning Babybel® to a paper packaging is a technical and industrial challenge. A pressed cheese comes with highly specific constraints: protection from moisture and oxygen, stability throughout transport, strict microbiological safety, and preserved texture.

This is far more than a simple material swap. It requires rethinking the entire protection system to ensure quality and safety at every stage from production to consumption. Our goal is to deliver the same iconic experience, the same pleasure, convenience, and signature taste, while meeting growing expectations for more responsible, practical packaging.

Developing a paper solution meant re-engineering a full protective system. Our RID and Packaging teams applied a rigorous “test & learn” approach, combining material formulation, pilot

  Babybel® is a brand that accompanies entire generations. A product that you slip into a school bag, that you share at breaks, that you find on a family table or in a hiking bag. There is something very simple, very joyful and very universal about this small cheese in its iconic red wax shell.

Today, consumption habits are changing. We all want to make more responsible choices, reduce our footprint, better understand where the products we love come from. At Babybel®, we believe that being a snacking leader is also a driver of positive change. Anticipating, innovating, paving the way for more sustainable snacking without ever losing sight of what makes us special: fun, practicality and accessibility. Because moving forward

means continuing to make people smile while doing better, every day.

trials, industrial validation, and consumer testing. This method allowed us to fine-tune performance at every step: eliminating plastic cellophane, maintaining quality, ensuring reliability in real-life conditions, and validating the experience with consumers.

This innovation reflects a belief we hold deeply at Bel: responsible innovation must be pragmatic, demanding, and collaborative. It emerges from the convergence of scientific expertise, industrial know-how, and our commitment to aligning food safety, performance, consumer experience, and environmental impact.

DELPHINE CHATELIN
VICE-PRESIDENT RESEARCH, INNOVATION AND DEVELOPMENT, BEL GROUP

means continuing to make people smile while doing better, every day.

The transition to paper packaging is part of this continuity. It does not change the taste, the use, or the moment of joy that Babybel® brings. It simply takes us further in our commitment, to make the brand evolve with the times and with those who love it.

With more than 2 billion portions enjoyed each year, every improvement counts. And it is together, with our consumers, partners and teams, that we are moving Babybel® towards an ever more responsible, joyful and shared future.

LINDA NEU
GLOBAL GENERAL MANAGER OF BABYBEL®

WHY EVOLVE BABYBEL®'S PACKAGING NOW?

Reducing the environmental impact of packaging has become a major challenge across the food industry. Limiting the use of plastic at the source, improving recyclability, and favoring materials from renewable resources now reflect both consumers' expectations as well as corporate commitments.

At Bel, this transition is part of a long-term strategy: **to design more responsible packaging, without compromising on food safety, quality and consumer experience.** The Group strives to limit their environmental impact by adopting an eco-design approach throughout the life cycle of its products.

As one of Bel's most iconic global brands, with more than 2 billion portions consumed annually, Babybel® plays a central role in this transformation.

Switching to paper packaging is therefore a structuring step in the Group's strategy, which aims for 100% of packaging that is ready for recycling and/or compostable at home by 2030. Our commitment to preserving the planet and reducing our environmental impact is at the heart of our approach. First and foremost, it's our commitment

to reducing plastic and eliminating unnecessary waste, contributing to a more sustainable environment. Secondly, by switching from cellophane to paper, we are actively reducing our carbon footprint, thereby decreasing CO₂ emissions.

By 2027, 100% of our Mini Babybel® products will be packaged in responsibly sourced, certified paper, ensuring sustainable forest management and traceability of the raw material. This change is not just an evolution: it is a firm promise to make a positive and meaningful difference in the world.

**BY 2027,
100%
OF OUR MINI BABYBEL®
PRODUCTS WILL BE
PACKAGED IN PAPER**



The evolution of Babybel®'s packaging is part of a dynamic of progressive transformation of the portfolio, orchestrated and driven by science. Among the latest news:

KIRI® has begun its transition to paper packaging: at the global Innovation & Development Research Center in Vendôme (France), pilot lines and technical tests are underway, with the ambition of deployment on an industrial scale.



A CONTINUOUS TRAJECTORY, BRAND BY BRAND

THE LAUGHING® COW and stewed fruit **MATERNE®** have been offered in bulk since 2025. As part of the DéfiVrac Coalition, which Bel initiated with Danone, Famille Michaud Apiculteurs and Lesieur, the Group is exploring concrete solutions to develop the first bulk machine for semi-liquid products: spreadable cheeses, compotes, honey, oil, etc. this machine is currently being tested in real conditions in three points of sale in Île-de-France, Jura and Normandy, until the end of 2025.



The system is based on returnable glass containers, guaranteeing safety, hygiene and practicality. The project, co-financed by Citeo, received the "Le Vrac d'Or" award from the Ateliers du Vrac in 2025, highlighting its innovative and reproducible nature.

PACKAGING DESIGN, CONSUMER EXPERIENCE & FOOD SAFETY

Babybel® holds a special place at Bel. Changing your packaging is therefore a structuring act, both symbolic and concrete, which contributes to the overall transformation of Bel's portfolio.

Over the decades, Babybel® has been able to adapt to consumption patterns and societal expectations, whether by diversifying its recipes, always with the aim of offering healthy and gourmet portions, or by developing formats adapted to new consumption patterns (such as the plant-based Babybel® offered to consumers in the United States, Canada and the United Kingdom).

These initiatives reflect the brand's commitment to better meet the needs of its consumers, while maintaining what has made it successful: its unique recipe and taste, its practicality and conviviality.



BEFORE CELLOPHANE



AFTER PAPER

THE PAPER SOLUTION: A MAJOR TECHNICAL BREAKTHROUGH FOR A PRESSED CHEESE

Since 2020, Babybel® has already been wrapped in home-compostable cellophane. The switch to paper is therefore an additional step, consistent with the trajectory undertaken to reduce the share of plastic at the source.

protective element in direct contact with the cheese. It plays a central role in the microbiological barrier, the stability of the cheese and the preservation of its texture. The paper replaces the outer layer, which protects and manipulates the product, without changing the formulation or food integrity.

This packaging innovation has been developed by RID's teams according to a progressive "test & learn" approach, including technical tests in the factory, validations in real conditions, as well as continuous improvement work to guarantee the performance of the new material on a large scale. This progressive trajectory ensures the reliability of the new packaging on a large scale across all Babybel® production sites.

Changing the packaging of a pressed cheese represents a major technical challenge. Babybel®'s packaging has an essential function: to protect the cheese, guarantee its preservation, and ensure its food safety, while resisting real everyday conditions (transport, handling, temperature variations).

In this new packaging system, the wax remains the

WHAT IS BABYBEL® WAX USED FOR?

The red wax shell, Babybel®'s historic protective element and iconic signature, remains unchanged, as it plays a key role in the microbiological protection and integrity of the cheese.



A PROTECTIVE BARRIER

Prevents air and moisture from coming into contact with the cheese.

FOOD SAFETY

Protects against external contamination.

TASTE PRESERVATION

Retains the texture and flavor of the cheese over time.

ON-THE-GO CONVENIENCE

Allows the product to remain stable outside the refrigerator for 8 hours under normal conditions of use.

A RECIPE THAT DOESN'T CHANGE

Babybel® meets the essential nutritional needs for a healthy diet. This small, round, melting cheese is naturally rich in protein and calcium, without additives or preservatives. Babybel® is simply made up of 4 ingredients including: 98% milk, lactic ferments, vegetarian rennet and a pinch of salt.

In France, Babybel® is made with 100% French milk sourced near the Évron and Sablé plant, from partner farmers grouped within the APBO (Association of Milk Producers Bel Ouest). Bel and APBO have been involved since 2017 as part of a multi-year agreement based on the guarantee of an annual income above the market, allowing them to engage in a



sustainable approach: Babybel®'s milk comes from cows that are all grazing at least 150 days a year, fed without GMOs.

BEL'S FACILITIES AT THE HEART OF THE PROJECT



Transforming Babybel®'s packaging on a global scale involves a gradual adaptation of the industrial lines on all of the brand's production sites.

Babybel® is now manufactured in several strategic factories located close to end consumers: Brookings (United States), Sorel Tracy (Canada), Évron and Sablé-sur-Sarthe (France), and Michalovce (Slovakia). The factories are at the heart of the industrial project to transition to paper packaging, illustrating the Group's ability to combine innovation, industrial know-how and a commitment to sustainable development. As the real drivers of this transformation, our production sites are mobilizing to adapt their equipment, rethink their processes and train their teams, in order to integrate new environmentally friendly materials while guaranteeing the quality and food safety of our products. This major development, driven by the involvement and agility of our industrial teams, positions Bel as a player committed to reducing its plastic footprint, in the service of more responsible consumption and in line with the expectations of consumers around the world.

ÉVRON (FRANCE)



The Evron factory is Babybel®'s leading production site in the world: 1 out of 2 Babybel® consumed worldwide is manufactured there. As part of the transition to paper packaging, a paper packaging line is functional there. It made it possible to conduct technical tests, optimize industrial parameters and support the ramp-up, before large-scale deployment.



SABLÉ-SUR-SARTHE (FRANCE)



In order to support Babybel®'s growth and accelerate our production capacity for the years to come, we have made an investment of €60 million for the implementation of a new Babybel® line in Sablé-sur-Sarthe. This ambitious investment plan allows the group to quickly increase Babybel®'s capacity tenfold and thus meet consumer demand that we do not know how to supply today in the face of the brand's unprecedented success. The new line would be operational by the summer of 2026, which would consolidate the sustainable activity of Sablé-sur-Sarthe.

BROOKINGS (USA)



The Brookings plant, located in the state of South Dakota (United States), is one of Bel's main production units in the Americas. It plays a key role in supplying the North American market for Babybel®. Thanks to continuous investments in the modernization of its equipment and the commitment of its teams, the Brookings plant stands out for its industrial excellence, its capacity for innovation and compliance with the highest standards of quality and food safety. It produces nearly 11,000 tons of Babybel® per year, or nearly 1.6 million Babybel® per day.

SOREL TRACY (CANADA)



The Sorel Tracy plant in Canada has been entirely dedicated to the production of Babybel® for the Canadian market since 2018. Nearly 35,000 Babybels® are produced every hour.

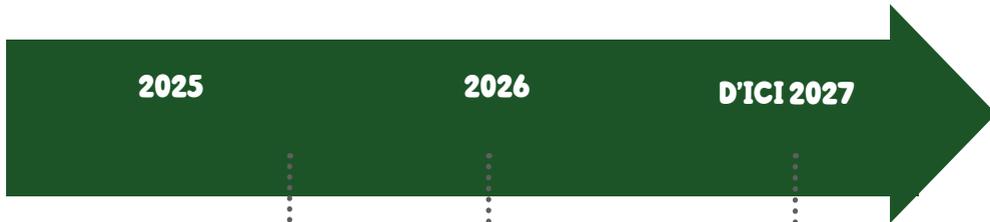
MICHALOVCE (SLOVAQUIE)



The Bel plant in Michalovce, located in Slovakia, has occupied a strategic position within the Bel Group's European industrial system since 2000 and supplies the European market. In particular, it produces around 10,000 tonnes of Babybel® per year thanks to more than 500 employees.

GLOBAL ROLLOUT TIMELINE

The deployment of the new Babybel® paper packaging will be done gradually, in order to support the industrial ramp-up and to guarantee the maintenance of the brand's own quality and food safety standards.



UNITED KINGDOM
The marketing of Babybel® packaged in paper will start in the United Kingdom, with a first launch planned for the end of 2025.

THE UNITED STATES, CANADA, AND SEVERAL MARKETS IN NORTHERN EUROPE
Each market will define its own transition schedule, depending on the pace of adaptation of local industries.

GLOBAL ROLL-OUT
The transition to Babybel® paper packaging will then gradually be extended to all 50 countries where the brand is marketed.



KEY FIGURES

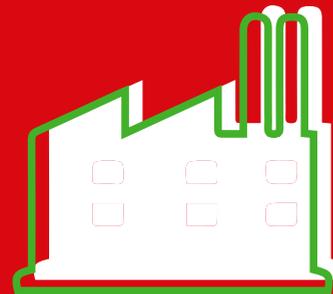
+ 2 BILLIONS
servings consumed each year worldwide



50 COUNTRIES
involved



1 ON 2
BABYBEL®
consumed in the world is produced in Évron (Mayenne)



Since the end of 2020
BIO-BASED CELLOPHANE
that can be composted at home

2025 to 2027,
Gradual international roll-out
OF PAPER PACKAGING

5 INDUSTRIAL SITES

Évron (France), Brookings (United States), Sorel-Tracy (Canada), Michalovce (Slovakia) and Sablé-sur-Sarthe (France).

With the switch to paper packaging, it is a

60%
reduction in the amount of unrecyclable packaging from Babybel®



BABYBEL® : ICONIC BRAND, EVOLUTION & CREATIVITY



Babybel® was born in 1931 and made his official mark in 1934. It was after the Second World War that this cheese conquered all hearts! Secret of seduction? Its perfectly round shape and its famous bright red wax shell, inspired by Edam. This little packaging genius not only ensures impeccable preservation, but also guarantees the freshness of the cheese while being super convenient to carry everywhere.

Marketed in France in 1952, the Babybel® brand breaks the traditional codes of cheese and the way it is consumed thanks to its astonishing red wax. In 1976, the Mini Babybel® was born and offered consumers the unique taste of Babybel® but in a miniature and individual version. This funny and ultra-practical little cheese conquers hearts in record time! Such a success that it flew to the United States in 1979. Then the range was expanded with new flavours: Emmental version in 1998, a delicious goat cheese variant in 2006, then Gouda and Mini Caractère version in 2013.

Since 2024, Babybel® has been an official supporter of the France women's and

men's handball teams, and in 2025, Babybel® became a partner of the Chicago Bulls, the legendary American basketball team. Emblematic and playful, the brand cultivates passion, pleasure, know-how and the spirit of the collective day after day.

BABYBEL® HAS NOW OCCUPIED A UNIQUE PLACE IN EVERYDAY FOOD FOR MORE THAN 70 YEARS. THIS SUCCESS IS BASED ON A CONSTANT BALANCE BETWEEN CONTINUITY AND EVOLUTION : PRESERVING THE IDENTITY THAT IS THE ATTACHMENT TO BABYBEL®, WHILE ADVANCING THE PRODUCT, ITS RECIPES, ITS USES AND NOW ITS PACKAGING.

TODAY, BABYBEL® IS DISTRIBUTED IN MORE THAN 50 COUNTRIES AROUND THE WORLD.

OPENING UP TO NEW CREATIVE OPPORTUNITIES...

Paper, which is more respectful of the planet, is also becoming a new medium of expression: it can be printed, coloured, illustrated, and can invite you to explore new graphic worlds without ever altering the iconicity of the little, red-shelled cheese.

Babybel® has already offered, thanks to paper, one-off limited editions, in connection with moments in life, seasons, sports partnerships or exclusive artistic collaborations.

FLASHBACK DES DERNIÈRES ÉDITIONS LIMITÉES DE BABYBEL

In 2025, Babybel® has teamed up with the hit series Stranger Things for an original and immersive collaboration. This partnership, launched on the occasion of the new season of the series, has resulted in a limited edition of Mini Babybel® in the colors of the retro and fantastic universe of Stranger Things. The revisited packaging, inspired by the famous Netflix series, seduced both fans



and snacking enthusiasts, offering a fun and innovative experience. 2024 in France: Limited edition on the occasion of the Euro football tournament, with a net including 9 Mini Babybel® wrapped in tricolor paper.

and snacking enthusiasts, offering a fun and innovative experience.





ABOUT BEL GROUP

The Bel Group is a major player in healthy cheese, fruit, and plant-based snacking segment. Its portfolio of differentiated and internationally renowned products, such as La Vache qui rit®, Kiri®, Babybel®, Boursin®, Nurishh®, Pom'Potes® and GoGo squeeZ®, as well as around 20 other local brands, enabled it to achieve sales of €3.7 billion in 2024.

Nearly 11,000 employees in around 60 subsidiaries worldwide contribute to the Group's mission: to offer healthier and more responsible food for all. Its products are manufactured in 30 production sites and distributed in more than 120 countries

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