



# PRESS RELEASE

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## **CÔTE D'OR "MINI BOUCHÉES LAIT 122 G" TO BE PRESENTED BY AET AT ISM COLOGNE 2026**

**Asia Europe Trade announces the presence of Côte d'Or "mini bouchées lait 122 g", a delicious bite-sized praline creation made with Côte d'Or's signature smooth milk chocolate, at ISM in Cologne, from February 1 to 4, 2026.**

At the world's leading trade fair for sweets and snacks, Asia Europe Trade (AET) will showcase Côte d'Or's mini bouchées lait 122 g, crafted with the brand's signature smooth milk chocolate and rich cocoa heritage, offering a creamy yet intense indulgence true to Belgian tradition.

The Côte d'Or mini bouchées are the perfect choice for sharing with friends, as a little treat throughout the day, or as a gift for chocolate lovers. With their convenient 122 g pack, they combine authenticity, quality, and accessibility, appealing to consumers who appreciate both taste and tradition.

"With the mini bouchées lait 122 g, Côte d'Or brings an indulgent Belgian chocolate classic in a practical format, perfectly suited to today's consumers looking for authentic yet versatile products," explains Julian Gruslin, Marketing Manager at Asia Europe Trade.

### **About Côte d'Or**

Founded in 1883, Côte d'Or is one of Belgium's most iconic chocolate brands. Recognized by its legendary elephant emblem, the brand is renowned for its intense cocoa taste and has been delighting chocolate lovers for more than a century with pralines, bars, and seasonal specialties.

### **About Asia Europe Trade**

AET is a key player in the import-export of Asian FMCG products in Europe. Specializing in the distribution of premium food brands, AET connects cultures through gastronomy.

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