



Advertising Copy

Bonbel

Copywriter/Creative Director: Anne Schwab
Spec Series

Bonbel. The better mouse trap.

Tongue-tantalizing taste. Quiet-as-a-mouse mildness. A semi-soft cheese with notes of nuttiness. In flavor-sealed rounds. Compatible with fine wines, fresh-picked fruits and crispy crackers. *Catch* the delight of your guests.

Bonbel. The Cheese of Mice and Men.