

Edgar Filing: UNILEVER PLC - Form 6-K

UNILEVER PLC  
Form 6-K  
November 06, 2007

FORM 6-K  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

REPORT OF FOREIGN ISSUER

Pursuant to Rule 13a-16 or 15d-16  
of the Securities Exchange Act of 1934

For the month of November 2007

UNILEVER PLC  
(Translation of registrant's name into English)

UNILEVER HOUSE, BLACKFRIARS, LONDON, ENGLAND  
(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.

Form 20-F..X.. Form 40-F.....

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1):\_\_\_\_\_

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7):\_\_\_\_\_

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes ..... No .X..

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82- \_\_\_\_\_

Exhibit 99 attached hereto is incorporated herein by reference.

Signatures

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

UNILEVER PLC

Edgar Filing: UNILEVER PLC - Form 6-K

/S/ S H M A Dumoulin  
By S H M A Dumoulin  
Secretary

Date: November 05, 2007

EXHIBIT INDEX  
-----

EXHIBIT NUMBER	EXHIBIT DESCRIPTION
99	Notice to London Stock Exchange dated 05 November 2007 - Sale of Boursin

Exhibit 99

UNILEVER AND LE GROUPE BEL REACH AGREEMENT ON  
SALE OF BOURSIN

Paris, 5 November.- Unilever today announced that it had reached an agreement to sell Boursin to Le Groupe Bel for EUR 400 million. The transaction, which is subject to regulatory approval and a consultative process with the relevant employee representatives, is expected to be completed in the next two to three months.

Kees van der Graaf, President Unilever Europe, said: "Boursin has been a great brand for Unilever with a tremendous product offering and some memorable advertising. Having taken the decision to focus our portfolio on priorities outside the cheese category, I am confident we have found a new owner that will offer further growth and brand development opportunities for Boursin as part of their dedicated and focused cheese business."

"We are delighted with the acquisition of an iconic brand like Boursin, which is a great addition to our very successful cheese portfolio. We are extremely optimistic about our ability to grow both sales and market share," notes Gerard Boivin, CEO of Le Groupe Bel.

Approximately 150 Boursin employees, most of whom work in the factory in Pacy, France, will transfer to Le Groupe Bel as part of the sales agreement. In 2007, Boursin is expected to record sales of some EUR 100 million, of which approximately half in France, with the remainder in other countries in Europe, North America and Asia.

-----

2007

## Edgar Filing: UNILEVER PLC - Form 6-K

For further information, please contact:

Sophie Jayet, National Communications Director, Unilever France  
Telephone + 33 1 41 96 62 55

Tanno Massar, Media Relations Director, Unilever Europe  
Telephone +31 10 217 4463

### SAFE HARBOUR STATEMENT:

This announcement may contain forward-looking statements, including 'forward-looking statements' within the meaning of the United States Private Securities Litigation Reform Act of 1995. Words such as 'expects', 'anticipates', 'intends' or the negative of these terms and other similar expressions of future performance or results, including financial objectives to 2010, and their negatives are intended to identify such forward-looking statements. These forward-looking statements are based upon current expectations and assumptions regarding anticipated developments and other factors affecting the Group. They are not historical facts, nor are they guarantees of future performance. Because these forward-looking statements involve risks and uncertainties, there are important factors that could cause actual results to differ materially from those expressed or implied by these forward-looking statements, including, among others, competitive pricing and activities, consumption levels, costs, the ability to maintain and manage key customer relationships and supply chain sources, currency values, interest rates, the ability to integrate acquisitions and complete planned divestitures, physical risks, environmental risks, the ability to manage regulatory, tax and legal matters and resolve pending matters within current estimates, legislative, fiscal and regulatory developments, political, economic and social conditions in the geographic markets where the Group operates and new or changed priorities of the Boards. Further details of potential risks and uncertainties affecting the Group are described in the Group's filings with the London Stock Exchange, Euronext Amsterdam and the US Securities and Exchange Commission, including the Annual Report & Accounts on Form 20-F. These forward-looking statements speak only as of the date of this announcement. Except as required by any applicable law or regulation, the Group expressly disclaims any obligation or undertaking to release publicly any updates or revisions to any forward-looking statements contained herein to reflect any change in the Group's expectations with regard thereto or any change in events, conditions or circumstances on which any such statement is based.