



Press release

DMK brands Oldenburger and Rose present innovations at Gulfood 2018 High-quality dairy products for Retail and Food Service

Bremen, January 2018. Germany's largest dairy cooperative, DMK GROUP, is to present promising new products from its export brands Oldenburger and Rose at this year's Gulfood in Dubai. Oldenburger has already become successfully established in the MENA states with its "Quality Made in Germany". Rose, the regional brand, continued the positive growth in the last years by the expanded portfolio with new cheese varieties and a gradually executed brand relaunch. Visitors to Gulfood can assess both brands' quality products in Hall 1 at booth 159 from 18th to 22nd February.

The Oldenburger brand is already one of the biggest-selling import brands for UHT milk and UHT cream in the MENA countries. One important reason is the high quality the brand represents. Michael Feller, Chief Operating Officer of DMK INTERNATIONAL, says: "Oldenburger products are made in Germany from 100% pure, fresh cow's milk and packaged there. We don't offer any recombinated products. Our customers appreciate that – both retail buyers and bulk consumers from the Food Service sector".

Oldenburger highlights for consumers

A further reason for the Oldenburger success is the attractive product range, to which new products are constantly added. These include, for example, the 200g packs of cheese slices, which are ideal for sandwiches, baking or as a snack. Oldenburger grated cheese combines the values of health, taste and convenience. The different varieties have an authentic cheese flavour and perfect melting qualities. The grated and sliced cheeses are available in many different sizes and varieties. Oldenburger offers cheeses such as Mozzarella, Cheddar, Emmental, Edam and Gouda in this portfolio.

Highlights of the Oldenburger range include strawberry, banana and chocolate flavored milk drinks in practical 200ml packs with straw which are ideal for on-the-go consumption. They are not only very popular with children, but also with young adults seeking a wide range of tastes. "In order to better meet the taste preferences of the target group, the recipes have been optimized and are therefore richer in taste," says Eusebio Gonzalez, Managing Director of DMK MENA. "Additionally the packaging will be relaunched in a kid-friendly design." All drinks are available for order now also including a new mixed bundle containing every flavour.

At the Gulfood Oldenburger will also present evaporated milk in a modern reclosable softpack with screw cap. That makes the evaporated milk easy and convenient to use, whether in the home or for cafés, hotels and restaurants".

Proven Oldenburger quality for professionals

Oldenburger already enjoys a long tradition and popularity with Food Service. The brand offers a broad range of products specifically designed for tea and coffee shops, bakeries and pizza restaurants, from UHT whipping cream and coffee cream to butter and a wide variety of cheeses in different formats. In the first quarter of 2018 Oldenburger will launch improved recipes for cooking cream and its bestseller, the Shani whipping cream. In the cheese segment, Oldenburger offers Mozzarella in 2.5kg and 10kg packs and a wide variety of yellow cheeses such as Gouda, Edam and Emmental.



Rose: New Middle Eastern cheese specialties for consumers and Food Service

Rose is positioned as an upper mainstream dairy brand. Its sales focus will therefore be on the larger retail chains. The basic portfolio comprises whole milk in 1l, 0,5l and 200ml packs, with a straw on the portion pack. Additionally, Rose is now offering a semi-skimmed milk in 1l pack and an instant filled milk powder enriched with vitamins and calcium.

The brand is to present a new and broad Middle Eastern cheese portfolio at Gulfood to meet the demands of this prime focus area. The Middle Eastern cheese portfolio comprises Halloumi, Turkish Labneh, Traditional White Cheese and Kashkaval. With this portfolio, Rose is for the first time also targeting Food Service customers in the Middle East. Halloumi, for example, is a typical and very popular cheese in the Middle East. It is perfect for grilling and used in several dishes and also to garnish salads. The Traditional White Cheese will in the first step only be offered to Food Service customers and daily counters in a 16kg tin. This popular cheese is made from pure cow's milk and therefore rich in taste and appreciated for its versatile applications.

About the DMK GROUP

Being Germany's largest dairy cooperative, the DMK GROUP with around 7.000 employees processes milk at 16 sites throughout Germany and at two sites in the Netherlands. A further six sites are available for the manufacture of baby food, ice cream and health products. There is also an administrative facility in Bremen. With brands such as MILRAM, Osterland, Oldenburger, Rose, Dutch Original Cheese, Humana, Casarelli, intact, sanotact, hansal and NORMI, the DMK GROUP is an established name for retailers and consumers in Germany and all over the world. With a turnover of 5.1 billion euros, the DMK GROUP is also one of the leaders of the European dairy industry.

In the event of editorial queries, please contact:

Oliver Bartelt
Head of Corporate Communications
DMK Deutsches Milchkontor GmbH
Flughafenallee 17
D-28199 Bremen
Germany
Tel.: +49 421 243-2310
Fax: +49 421 243-2487
E-mail: oliver.bartelt@dmk.de
Web: www.dmk.de

Daniela Dethmann
Senior PR Officer External Communications
DMK Deutsches Milchkontor GmbH
Flughafenallee 17
D-28199 Bremen
Germany
Tel.: +49 421 243-2217
Fax: +49 421 243-2487
E-mail: daniela.dethmann@dmk.de
Web: www.dmk.de