



Press release

DMK GROUP will have a new product portfolio for retail and food service at Gulfood 2019

- **Traditional brand Uniekaas represented for the first time after brand relaunch**
- **DMK Baby introduces new myHumana Pack**

***Bremen, 25 January 2019.* The DMK GROUP will reveal its new portfolio to trade professionals at the most important trade fair in the MENA region. For the first time, Germany's largest dairy cooperative will present its traditional Dutch brand Uniekaas to the MENA region. The company is thus expanding its extensive range of cheeses for the Middle East market and intends to reproduce its successful growth to date with the established export brands Oldenburger and Rose. From 17-21 February, Gulfood visitors can learn more about DMK Group's new appearance in Hall 1 at Stand 159.**

With Uniekaas, the DMK GROUP is introducing the product range of the oldest Dutch cheese brand to the MENA region. Made from 100% Dutch cow's milk and based on traditional Gouda recipes, Uniekaas Gouda serves up an authentic and unmistakable taste. "With Uniekaas, we have aligned our portfolio even more closely with the needs of the market," emphasizes Michael Feller, Chief Operating Officer DMK International. "The cheese is produced solely with pasture-fed milk. This means that for at least 120 days a year, each cow can graze on the pastures for at least six hours. This quality forms the basis for a product that our customers appreciate." In addition to the excellent Gouda, DMK also offers Maasdam, Edam, smoked cheese and even goat cheese with its brand Uniekaas. The brand will be internationally presented in a new fresh typical Dutch design, conveying to the high quality of the presented product portfolio.

Oldenburger expands cheese portfolio

The Oldenburger brand has grown significantly in recent years and has developed into one of the strongest import brands for long-life milk and cream in the MENA countries. This success is mainly due to the high quality of the products made from 100% pure fresh cow's milk. Another reason for the brand's positive development is the attractive product range, which will be further expanded as presented at Gulfood. Oldenburger is presenting a wide range of new sliced and grated cheeses that come in practical sizes for consumers. The Oldenburger Mozzarella, for example, is available in sizes such as 400 g or 900 g and will soon be available in the market. While sliced cheese is ideal for sandwiches, baking or as a snack, Oldenburger's grated cheese stands for taste and convenience. Oldenburger's product range also comprises cheeses such as Emmental, Edam and Gouda.

In addition to new products, for Oldenburger the Gulfood fair is all about a new packaging design for the MENA region. "To meet the preferences of our target group even more closely, we have come up with a fresh packaging design that is tailored to them", explains Eusebio Gonzalez, Managing Director at DMK MENA. "We are thus taking an even more differentiated approach in our respective target markets."



Oldenburger: Quality for professionals

Oldenburger also enjoys a long tradition and high level of popularity in the food service sector. Especially for tea and coffee houses as well as bakeries and pizzerias, the brand offers a wide range of products – from long-life whipped cream and coffee cream to butter and a wide variety of cheeses in all sorts of formats. In the cheese segment, for example, Oldenburger offers mozzarella in large formats of 2 kg of grated cheese and 10 kg blocks, as well as a variety of yellow cheeses such as Gouda, Edam and Emmental.

Rose: From Africa to the Middle East

As an upscale mainstream brand, Rose has celebrated success over the past 30 years – especially in Africa. Gulfood 2018 saw the first step being taken into the Middle East. And this year the company will once again present a wide range of traditional Middle Eastern cheeses. Examples include halloumi, Turkish labneh, traditional white cheese and kashkaval. With this portfolio, Rose is also targeting catering customers from the Middle East.

DMK Baby introduces new myHumana Pack

The Humana brand will introduce the “myHumana Pack” at Gulfood. A new, innovative packaging that makes it possible to prepare baby formula more safely, hygienically and simply than ever before. Gulfood visitors can go **Stand S2-F34 in the Saeed Hall** to learn more about the advantages of this packaging that was developed from scratch.

About the DMK GROUP

Germany's largest dairy cooperative DMK Group processes milk into food of the highest quality with around 7,700 employees at more than 20 locations in Germany and the Netherlands. The product portfolio ranges from cheese, dairy products and ingredients to baby food, ice cream, health products and special pet food. Brands such as MILRAM, Oldenburger, Uniekaas and Humana have earned the trust of consumers at home and abroad, making the company an established player in its home markets and selected target markets around the globe. As the fourth largest supplier to the German food retail industry with a total revenue of 5.8 billion euros, the DMK Group is one of Europe's leading dairy companies.

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