



Press Release

With its new ice cream varieties, DMK is ready for the summer

- **Partnership with Baileys expands**
- **Premiere of the MILRAM MOIN ice cream**

Bremen, 6 February 2019. After DMK Ice Cream and Baileys brought the popular cream liqueur to ice cream shelves for the first time last year, the company is now introducing a new take on the classic by giving it the waffle cone treatment. And from March 2019, ice cream lovers will also be able to enjoy the new MILRAM MOIN ice cream as well as another variation of the MILRAM Skyr ice cream.

As part of its strategic realignment, Germany's largest dairy cooperative can also look back on a successful level of development with DMK Ice Cream. This is how the DMK Group business unit produces innovations for successful brands, retail customers, and in the co-branding and home services sector. Thanks to many years of experience and a good feel for trends, DMK Ice Cream has quickly become one of the top-five industry players in Europe. "With our creations, we bring added value for our customers by creating new points of contact for their brands and products", explains Marcus-Dominic Hauck, COO of DMK Ice Cream. "With MILRAM and Baileys, last year we proved that we can also successfully transfer brands that are established in other categories to the world of ice cream. With this tailwind, we're striving to create more strategic partnerships in this field."

DMK Ice Cream is kicking 2019 off with a new development for MILRAM. From March onwards, the MILRAM MOIN ice cream will be available on retailers' ice cream shelves as 500 ml fresh pack cups. In this new format, the classic ice cream aims to delight customers with the popular varieties of vanilla, strawberry and chocolate – not to mention a high-quality recipe with at least 70 per cent milk content.

"The increasing demand for these formats is clearly reflected in the sales figures. Within the household packaging category, the 500 ml cup size is the clear growth driver. In 2018, the container grew faster than the market as a whole", emphasises Marcus-Dominic Hauck. "Without a doubt, the driving force behind this trend is the change in consumer behaviour and the associated income situation. In looking to the future, we generally see things trending towards smaller containers. Today's standard sizes of 1000 ml and 2500 ml will take up less and less shelf space in the ice cream market. The way we see it, the current trend will continue to manifest itself and even intensify in the future."

With the MILRAM Skyr ice cream, ice cream lovers can now also enjoy the fruity "blueberry-elder" combination in addition to the popular "raspberry-cranberry" and "apricot-seaberry" varieties. Due to the use of Skyr, the ice cream clearly differs from the conventional varieties in that it's less sweet.

In addition, DMK Ice Cream and Baileys are bringing another new item to the table: Bailey's ice cream in a waffle cone. Following the successful launch in 2018, the partnership is now being extended to the second-strongest market segment: waffle cones. The "Vanilla Chocolate Desire" variety offers the combination of Baileys ice cream and vanilla ice cream, interspersed with crunchy chocolate layers and chocolate sauce. It all adds up to pure pleasure. For chocolate fans, however, the "Double Chocolate Luxury" variety is a tempting



choice in that it offers an extra chocolatey treat with Baileys ice cream and chocolate ice cream.

About 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, DMK Group is one of Europe's leading dairy companies.

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