



Press release

DMK Group continues to expand ice cream business with new strategic partnerships

- **New boost for MILRAM, Baileys, Ahoj-Brause and Ehrmann High Protein**
- **DMK creates ice cream novelties for Mangaroca Batida de Cocô, Treets – The Peanut Company and Capri-Sun**

Bremen, 27. January 2021. Pursuing its Strategy 2030, DMK Group announces upcoming collaborations in the ice cream business with the prominent brands Mangaroca Batida de Cocô, Treets – The Peanut Company, and Capri-Sun. In conjunction with numerous new products around the existing portfolio of the MILRAM, Baileys, Ahoj-Brause and Ehrmann brands, the Ice Cream business unit is thus consolidating its position as one of the largest ice cream producers in Europe.

Germany's largest dairy cooperative can further underpin its successful development in the ice cream sector in the course of its strategic realignment.

“Despite the challenges thrown up by the Coronavirus pandemic, we have continued to consistently develop and expand a profitable brand business. With brands like MILRAM and Baileys, we have proven that we can also help established brands move successfully into the ice cream category. The new cooperations show that this approach has attracted new partners and that our strategy is following the right track,” explains Marcus-Dominic Hauck, COO of DMK Ice Cream.

MILRAM, Baileys, Ahoj-Brause and Ehrmann continue developing their portfolio

The MILRAM brand is launching the new ice cream season with an innovation in its range of protein products. MILRAM Skyr & Smoothie Minis are characterised by their high fruit component of over 30 percent and the processing of fruit seeds. The small stick ice cream uses skyr to provide a natural and virtually fat-free source of protein that caters to current nutritional trends. The addition of the new mango-passionfruit flavour to MILRAM's Skyr ice cream range underscores the brand's unwavering focus on the “protein” and “healthy snacking” trend fields, both of which have seen a significant growth in sales in the last few years.

At Baileys, the recipe for the Coffee Delight variety was improved. The entire product portfolio will also undergo a comprehensive design relaunch to create a new and more valuable brand image. The communicative focus of the brand, which was accompanied by a comprehensive marketing campaign last year, is thus being continued. Together with high-reach influencers such as Janina Uhse and as part of a cross-channel campaign, Baileys was able to score points with a younger target group in particular.

With the strong new launches in 2020, the sherbet cup from Ahoj-Brause and Ehrmann High Protein Ice Cream, DMK was able to place two brands among the top 10 new products in the ice cream multi-pack segment right from the start. With this wind at its back, the portfolio of the two brands is now being consistently expanded. For example, the well-known Ahoj-Brause flavour will now also be available as a refreshing water ice on a stick in the woodruff,



raspberry and orange flavours, while for Ehrmann High Protein Ice Cream the yoghurt-strawberry and yoghurt-passion fruit flavours will be launched.

DMK Group wins over other popular brands

With Mangaroca Batida de Cocô, the next classic liqueur is now coming to the deep-freezers in the form of ice cream sticks. It's a creation of creamy ice cream blended with original liqueur, which combined with fruity passion fruit or cherry and crunchy coconut flakes offers consumers a completely novel taste experience. In addition, the DMK Group was able to win over another member of the Katjes Group for the new ice cream season: the Piasten company, as the largest manufacturer of dragées in Germany. Under the Treetts – The Peanut Company brand a true peanut lover's ice cream has been developed: creamy peanut butter swirled with salted caramel sauce, topped with aromatic peanut butter sauce, and dipped halfway in milk chocolate with crunchy peanut pieces. The cooperation with Capri-Sun, on the other hand, takes a completely different direction. The refreshing and fruity water stick popsicles combine the popular and typical Capri-Sun taste in orange and cherry varieties.

New products 2021:

MILRAM Skyr & Smoothie Minis (8x55 ml): €2.99 (RRP)

MILRAM Skyr Mango Passionfruit Ice Cream (4x90 ml): €2.99 (RRP)

Baileys Coffee Delight (500 ml): € 5.99 (RRP)

Ahoj-Brause sherbet sticks (12x40 ml): € 2.99 (RRP)

Ehrmann High Protein Ice Cream Joghurt-Strawberry (2x180 ml): € 2.99 (RRP)

Ehrmann High Protein Ice Cream Joghurt-Maracuja (2x180 ml): € 2.99 (RRP)

Mangaroca Batida de Cocô Passion Fruit (3x90 ml): € 3.29 (RRP)

Mangaroca Batida de Cocô Lovely Cherry (3x90 ml): € 3.29 (RRP)

Treetts – The Peanut Company Peanut on a stick (3x100 ml): € 3.29 (RRP)

Capri-Sun Freezies Orange & Cherry (12x35 ml): € 3.29 (RRP)



About the DMK Group

Employing around 7,700 workers at more than 20 locations in Germany, the Netherlands and other international hubs, Germany's largest dairy cooperative processes milk into foodstuffs of the highest quality. The product portfolio ranges from cheese, dairy products and ingredients to baby food, ice cream and whey products. Brands such as MILRAM, Oldenburger, Uniekaas, Alete 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 one of the largest suppliers to the German food retail trade and with a turnover of 5.8 billion euros, the DMK Group is one of Europe's leading dairy companies.

For editorial queries:

Vera Hassenpflug
Senior External Communications Manager
DMK Deutsches Milchkontor GmbH
Flughafenallee 17
28199 Bremen
Germany
Tel.: +49 421 243-2246
Fax: +49 421 243-2487
vera.hassenpflug@dmk.de
www.dmk.de
www.twitter.de/dmk_milch

Toni Perkovic
External Communications Manager
DMK Deutsches Milchkontor GmbH
Flughafenallee 17
28199 Bremen
Germany
Tel.: +49 421 243-2737
Fax: +49 421 243-2487
toni.perkovic@dmk.de
www.dmk.de
www.twitter.de/dmk_milch