



Press release

DMK Group presents new concepts at PLMA in Amsterdam

Bremen, 25 May 2022. DMK Group is presenting its new products and offers for the retail trade at this year's international industry trade fair PLMA "World of Private Label". The focus for the Private Label Business Unit in Amsterdam will be on its innovations for the retailer's own brands and the Contract Manufacturing segment (Hall 1, Stand F-5272).

At PLMA 2022, DMK Private Label will not only present innovative products, but will also use the trade fair to enter into dialogue with visitors about insights, future-oriented fields of opportunity, trends and current topics. Thorsten Rodehüser, COO DMK Private Label, explains in this context: "Retailers use their private labels to distinguish themselves in the face of intense competition. We support the trade in this as a partner with a 360-degree view of assortments, trends and activation for the markets of the future." With its own comprehensive and systematic trend management, DMK is not only able to identify international trends at an early stage, but also to determine their relevance for the German market. In this way, own-brand products can be developed that perfectly match consumer needs.

"We see ourselves first and foremost as a broad-based and reliable partner for the large assortments in both the White and Yellow Lines," explains Stefan Keller, Commercial Director Private Label at DMK Group. "In addition, it is also our aspiration to further develop categories with the trade on the basis of current trends: That's why, in addition to the new Milram brand products, we also have a 'Green Line', for example. Although this category is still being developed, plant-based products have a lot of potential for private labels. We also have topics like protein in our product portfolio."

From Insights to Dairy Innovation

The focus this year is therefore on everything to do with "functional approaches" in desserts. Here it can be seen that products with a high protein content continue to meet with high demand among consumers. In 2021, for example, protein-rich products in the white line could record growth of around 16 percent (Nielsen Market Track). The "desserts" segment in particular enjoys high popularity. At PLMA, the DMK Group therefore has new semolina dessert and milk rice creations in its luggage. The same applies to the vegan portfolio that Germany's largest dairy cooperative is presenting to the trade public. From pudding variants and semolina desserts based on oats to a rice dessert based on coconut: DMK Private Label is presenting its solutions for the new trend fields. "Milk is still our focus, but product categories are evolving and as a dairy we know how good desserts have to taste - whether milk- or plant-based," emphasises Thorsten Rodehüser. "The development of plant-based products is an absolute must for manufacturers who want to meet consumer demands and remain competitive. Because most consumers don't eat purely vegan, but enjoy the plant-based alternatives as a supplement and variety. Therefore, for us it is about creating an overall portfolio that offers different consumer groups products that fit their respective eating habits and accompany them in everyday life."

In addition to the concept approaches for the retailer's own brands, DMK Private Label has also once again strengthened its ambitions in the area of contract manufacturing. Stefan Keller: "We have a wide range of options within the group and are able to offer assortments from a single source. A very clear plus here is our very strongly positioned product development. We listen very carefully to our customers in order to provide products that meet the requirements of the markets. We see ourselves not only as 'implementers' but also as providers of impulses and inspiration. That's why we're delighted to be able to meet our customers at the PLMA, which is finally taking place again, and to talk about these topics in person."



Also represented at PLMA are the subsidiary companies DMK Ice Cream (Hall 1, Stand F-5441) and DMK Baby (Hall 1, Stand F-5173). Thanks to many years of experience and a good feel for trends, DMK Ice Cream is now one of the top 5 in the industry in Europe and produces innovations for internationally and nationally successful brands, trade customers and in the co-branding and home service sector, while DMK Baby is known worldwide as a specialist for private labels with Sunval Baby Food GmbH in the area of organic baby glass food.

About the DMK Group

Employing around 7,800 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, Uniikaas, 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 industry with a total revenue of 5.6 billion euros, the DMK Group is one of Europe's leading dairy companies.

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