



Press release

DMK Group further expands licensing business in the ice cream sector

New partnerships with the Katjes, afri, Bluna and PITÚ brands

Bremen, 08 February 2022 - DMK Group is starting the new ice cream season with four new licensing partnerships. The company is thus continuing on its course in the ice cream business and focusing further on the high-growth brand business - also during the Corona pandemic.

Due to the pandemic, the entire ice cream industry is looking back on a challenging year in 2021. Nevertheless, DMK Group was able to develop positively in its brand business. "By consistently establishing and expanding our brand cooperations, we have built up a good basic framework that has enabled us to reduce the impact of the pandemic on our business. The past year has shown that demand continues to move towards branded products," explains Marcus-Dominic Hauck, COO of the Ice Cream Division. "Consumption occasions are changing and consumers are increasingly reaching into the ice cream chests all year round. In doing so, they rely above all on strong brands. Even though we have had a challenging year, our new collaborations underline that we have taken the right strategic course."

More licensed brands on board

After DMK ICE CREAM has already licensed strong brands from the Katjes Fassin Group with Ahoj-Brause and Treetts - The Peanut Company, the cooperation will be extended to the Katjes umbrella brand this year. For the innovation driver in the confectionery market, the DMK Group has developed its first vegan ice cream, which will be available in stores from April. With "Katjes Grün-Ohr-Hase Eis", the company is bringing the taste of the popular vegan fruit gum to ice cream cabinets for the first time. White cherry ice cream swirled with pink raspberry ice cream and green strawberry sauce provide the familiar Green-Eared Bunny look and deliciously creamy taste. The ice cream is oat-based and contains only plant-based ingredients.

In addition, two more growth brands, afri and Bluna, are coming to the freezer cabinets of retailers. With original afri Cola and Bluna Orange flavour popsicles, flanked by a unique and attention-grabbing product design, the cult brands in ice cream form are to provide new impulses. DMK Eis is also following this path with PITÚ, the No. 1 in cachaça and synonymous with caipirinha. PITÚ Frozen Caipirinha Style" transforms the popular cocktail into a refreshing sorbet in slush ice style.

Ahoj-Brause, Ehrmann High Protein, and Baileys further develop their portfolio

In addition to the numerous new cooperations, DMK has also further developed its existing portfolio of licensed products. With the positive development and the tailwind of the creations for Ahoj-Brause, another top product of the traditional brand is launched for the ice cream market and the range is expanded in the fast-growing multi-pack segment: Ahoj-Brause Sandwich ice cream consists of creamy raspberry, woodruff and lemon ice cream. A fruity, sparkling lemon topping with original Ahoj-Brause sherbet powder rounds off the taste perfectly.



With Ehrmann High Protein ice cream, DMK has another product that created high demand among consumers last year. Here, the company is expanding the existing multipacks with two new variants that will be available in 500 ml cups. The Toffee Choc & Peanuts and Caramel Vanilla & Cashew varieties offer 30 g of protein per cup as well as calorie-reduced recipes combined with crunchy peanuts and tasty cashews. In addition, the Baileys portfolio has also been revised. With the Original Baileys Ice Cream, the unadulterated taste of the classic liqueur is now available as a typical popsicle and in a 500 ml cup.

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, 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 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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