



## **New plant-based products at MILRAM and Alete bewusst**

**DMK Group continues to expand vegan portfolio in a targeted manner as part of its Strategy 2030**

**Bremen, 26 July 2023** From August, MILRAM will be offering vegetable rasps as a vegan alternative for gratinating pizza and casseroles. At the same time the well-known baby brand Alete bewusst will also launch its first purely plant-based jar meals.

In spring 2022, DMK Group launched its first own plant-based products on the market under the MILRAM brand, thus laying the foundation for a complementary range alongside its main business, which continues to be milk-based, as part of its "Strategy 2030". Particularly in view of the large group of flexitarians, which offers the greatest growth potential among consumers, this is a decision geared towards sustainable growth. With its chosen path of also including vegan products in its assortment, the company is also responding to societal demands to provide consumers with a broader range as a producer of high-quality food.

### **MILRAM: Time for pizza and casseroles**

After the successful market launch of MILRAM Green with vegan puddings, a cacao drink as well as a rice dessert last year and the introduction of vegan spreads this year, two vegan rasps from MILRAM are now following suit, which are 100% plant-based. "**Pizza-Zeit**" tastes mild and is ideal for sprinkling on pizza or baguettes. The product scores with the golden-yellow melting behaviour familiar from cheese and forms the popular strands "**Auflauf-Zeit**" is ideal for sprinkling on everything from casseroles to gratin. The crunchy crust of the spicy-tasting rasp also browns to a golden yellow. Both products are made from vegetable oils, potato starch and pea protein and will be on sale from August.

*"Since we entered the vegan market, the figures have developed very positively. I am all the more pleased that with MILRAM "Pizza-Zeit" and "Auflauf-Zeit" we can now also place the first vegan products in this category, which is so important for us. Particularly in the market for cheese alternatives, there is not yet a wide range of products for consumers. Thanks to our know-how in cheese production and as a top supplier to the trade in terms of cheese, we know what is important and can clearly stand out from the competition with our two products,"* says Carsten Habermann, COO Brand at DMK Group.

### **Alete bewusst provides variety with purely plant-based menus**

The trend towards plant-based products is also growing in the infant food segment. Plant-based meals are a real and valuable alternative to bring variety and diversity to the plate. Alete bewusst is therefore also introducing the first purely plant-based jar food in August and is thus expanding its portfolio with the variants "**Colourful vegetable rice with chickpeas**", "**Spaghetti with lentil bolognese**" and "**Potato-chickpea stew**".

*"As a manufacturer of infant nutrition, it is a matter of concern for us to also provide parents with a vegan range of our meals for their little ones, thus offering them a choice within our portfolio. I am pleased that with the vegan jars we have consciously taken a first step here with our Alete brand. In the future, we want to add more vegan products to the range,"* says Tim Meyerhoff, COO Baby at DMK Group.

The new Alete bewusst menus with 100% vegetable proteins from chickpeas, kidney beans, lentils and peas are, like the rest of the range, made in the best organic quality, completely without the addition of sugar, salt and flavorings. The menus are suitable for infants from 1 year.



### **About the DMK Group**

With around 6,600 employees at more than 20 locations in Germany, the Netherlands and other international hubs, Germany's largest dairy cooperative processes milk into foods of the highest quality. The product portfolio ranges from cheese, dairy products and ingredients to baby food, ice cream, whey products and vegan products. Brands such as MILRAM, Oldenburger, Uniekaas, Alete bewusst and Humana enjoy great trust among consumers at home and abroad, making the company a force to be reckoned with in its home and selected target markets around the globe. As one of the largest suppliers to the German food retail trade and with a turnover of 5.5 billion euros, the DMK Group is one of the leading companies in the food industry throughout Europe.

### **For editorial queries:**

#### **Vera Hassenpflug**

Senior External Communications Manager  
DMK Deutsches Milchkontor GmbH  
Airport avenue 17  
28199 Bremen  
Germany

[vera.hassenpflug@dmk.de](mailto:vera.hassenpflug@dmk.de)  
[www.dmk.de](http://www.dmk.de)  
[www.twitter.de/dmk\\_milch](https://www.twitter.de/dmk_milch)

#### **Birgit Lüdemann**

External Communications Manager  
DMK Deutsches Milchkontor GmbH  
Flughafenallee 17  
28199 Bremen  
Germany

[birgit.luedemann@dmk.de](mailto:birgit.luedemann@dmk.de)  
[www.dmk.de](http://www.dmk.de)  
[www.twitter.de/dmk\\_milch](https://www.twitter.de/dmk_milch)