



Press release

DMK Group with further licence partners in the ice cream business New partnerships with the Manner, PEZ and Grand Dessert from Ehrmann brands.

Bremen, 30 January 2023. DMK Group is starting the new ice cream season with three new licensing partnerships and a new in-house development. The company is thus continuing on its chosen course in the ice cream business and further expanding its growth-oriented brand business. The new products will be on sale from April 2023.

Due to the effects of the pandemic and the war in Europe with uncertain supply chains and enormous price increases, the entire ice cream industry looks back on a thoroughly challenging year in 2022. Nevertheless, DMK was able to develop positively with profitable concepts in its brand business in comparison to the competition. "Despite all the challenges, we have developed a structure through the consistent establishment and expansion of our brand cooperations that has enabled us to reduce the negative impact on our business. In doing so, the past year has shown that strong branded products continue to enjoy high consumer demand. This encourages us to have chosen the right strategic course for the medium and long term," explains Marcus-Dominic Hauck, COO of the Ice Cream Division.

New licensed brands in the portfolio

After the DMK Ice Cream business unit has already licensed several top brands in recent years, it is now adding "Manner", another popular brand, to its portfolio. Together with the top 5 brand in the German confectionery market and innovation driver in the wafer market, DMK has developed an ice cream creation inspired by the popular Manner Neapolitan wafers. In the 473 ml cup, the creamy ice cream with hazelnut and cream, infused with a fine chocolate sauce and garnished with crunchy hazelnut brittle, provides an unmistakable taste experience of the traditional Austrian brand.

In addition, PEZ is another cult brand with two vegan ice cream compositions coming to the ice cream cabinets of retailers. In the practical 2x140 ml cup format, the summery-fresh flavours strawberry-lemon and cherry-banana are convincing with the original PEZ candy taste.

After the successful launch of High Protein ice cream, DMK has also been able to win another brand from the Ehrmann family. Grand Dessert, Germany's most popular pudding brand, is now entering the ice cream cabinets. In the first step, two real classics will be launched in the 2x165 ml cup format with the two flavours chocolate and bourbon vanilla. Fans of the popular pudding will get their money's worth: the typical creaminess, but also the fluffy ice cream with cream and fine chocolate pieces, provide ice-cold moments of indulgence.

MILRAM brings North German Danish pastry into ice cream

The 'Franzbrötchen' ice cream under the own DMK brand MILRAM is another real ice cream innovation. Franzbrötchen fit in perfectly with the current cinnamon trend, however, they are not classic cinnamon buns. The well-known Danish pastry with cinnamon and sugar originates from Northern Germany and is popular all over the country. On this basis, a delicious ice cream with the typical Franzbrötchen flavour has been created, infused with a fine cinnamon sauce in a 473 ml cup. A real dream for all 'Franzbrötchen' addicts and cinnamon lovers.

From April, all the new products will be in the ice cream cabinets of retailers and can be tried out at the start of the season.



About the DMK Group

Employing around 7,500 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, whey products and vegan products. Brands such as MILRAM, Oldenburger, Uniekaas, Alete bewusst 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 5.5 billion euros, the DMK Group is one of Europe's leading dairy companies.

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