



Press release

DMK Group presents the best of both worlds at PLMA in Amsterdam

Bremen, 17 May 2023. At this year's international industry trade fair PLMA "World of Private Label", DMK Group is presenting new concepts and offers for trade and industry. The focus will be on trend products such as desserts in various variants from the classic dairy segment, as well as plant-based products for retailers' own-brand ranges. DMK is thus underlining its claim to competence as an innovative supplier in the contract manufacturing sector (Hall 1, Stand E74).

PLMA 2023 is again taking place under difficult conditions this year. Whereas the COVID 19 pandemic had shaped consumer behaviour in previous years, this time inflation is having a noticeable influence on the shopping basket: "Price is once again more in focus and will remain so for quite some time. In this context, the private labels have moved into the consumer's focus with a double promise: in addition to price, the private label ranges leave nothing to be desired in terms of trend and enjoyment," says Thorsten Rodehüser, COO DMK Private Label.

"Indulgence is key; moreover, functional benefits such as protein or lactose-free continue to be demanded by consumers. Sustainability also continues to be an issue," adds Stefan Keller, Commercial Director Private Label at DMK Group. The company sees its portfolio well positioned here. Particularly in the dessert segment, DMK has a wide variety to offer and has successively expanded its product range over the past few years. In addition to the milk-based products, vegan alternatives are an addition to the range that meet consumers' wishes.

Thorsten Rodehüser is also a declared fan of the new range from DMK's "Green Line": "Although our core business remains "milk-based", we are always examining whether a new product concept would also make a sensible addition to the range as a plant-based variant,' says Rodehüser. He sees great potential in the new Gouda alternative - vegan rasps that convince with a nice melting and browning behaviour: "We can rely on extensive expertise in cheese making, which is now also paying off in the vegan variant!" says Rodehüser.

Expertise in product development and production

Comprehensive expertise across the entire breadth and depth of dairy product ranges and a committed, cross-functional team from A&D, Production, Marketing and Sales make DMK a reliable partner for industrial customers as well. "Anyone looking for a product range extension with rapid implementation will find enthusiasm and a high level of commitment to every project," emphasises Stefan Keller, who is also responsible for the Contract Manufacturing division in addition to the private label business.



Also represented at PLMA are the subsidiary companies DMK Ice Cream (Hall 1, Stand G43) and DMK Baby (Hall 1, Stand E70). Thanks to many years of experience and a deep 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 with its Sunval Baby Food GmbH is known worldwide as a specialist for private labels in the organic baby glass food sector.

About the DMK Group

Germany's largest dairy cooperative processes milk into foods of the highest quality with around 7,500 employees at more than 20 locations in Germany, the Netherlands and other international hubs. The product portfolio ranges from cheese, dairy products and ingredients to baby food, ice cream and whey products to 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.

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