



DMK Group with new booth concept at ANUGA **Products and inspiration for customers and consumers**

Bremen, 29 September 2023. For the DMK Group, this year's ANUGA is all about a "get-together" on site. In addition to tried-and-tested classics, the company will be demonstrating new products and concepts showing how it is responding to changing eating habits with clever solutions for customers and consumers. In this context, Germany's largest dairy cooperative will also be pointing out how it is actively countering the advancing climate change - be it through optimization measures in the plants, new packaging concepts or a large-scale pilot project to reduce emissions in agriculture. A new stand concept offers the perfect environment for an exchange in a relaxed atmosphere. The DMK Group is represented in Cologne by its International, Brand and Industry business units and can be found in Hall 10.1 at booth number D-010-C-011.

The right environment for personal dialog

The world's leading trade fair for food and beverages is an important platform for DMK to once again enter into personal dialog with existing and potential customers as well as other interested visitors after the corona-related restrictions of recent years. This year, for the first time, the company is launching a completely new booth concept that offers a perfect mix of event and market hall character and, with its feel-good atmosphere, creates a space for open exchange with guests and visitors. With show cooking by the well-known professional chef and impulse giver Heiko Antoniewicz, visitors will get a comprehensive impression of the extensive range of products on offer and can experience the many different ways in which the products can be used. The focus will be on the foodservice and retail distribution channels in particular, as well as on the company's expertise as a supplier to industrial customers.

Plant-based products remain on trend

After the DMK Group presented its first own plant-based products at the last Anuga in 2021, this year the company is focusing in particular on the application properties of the products - for example, for the foodservice sector with the MILRAM Gouda alternative vegan rasp for hot application or the MILRAM chocolate pudding based on oats. For the retail sector, DMK is presenting the new plant-based spreads in three varieties: natural, spring herbs and paprika, as well as the vegan grated cheeses Pizza-Zeit and Auflauf-Zeit under the MILRAM brand.

Full assortment for the international market

For international customers, the Oldenburger brand will present the new brand communication for retailers as well as the full range of UHT milk, UHT cream, condensed milk, cheese and butter. Oldenburger Professional also has new products to offer foodservice users worldwide: in addition to classic desserts such as panna cotta and crème brûlée, as well as a performance UHT cream, especially for patisserie and beverage applications. White and Red Cheddar will soon be launched in 3kg loaves, perfect for preparing burgers.

Application inspiration for foodservice and industry

For professional chefs in the food service industry, MILRAM Food-Service, like Oldenburger Professional, is focusing on popular international desserts. MILRAM Greek-style yogurt also provides creative ideas, and other products from the classic range offer a wide range of possible applications for the out-of-home market. The team from DMK's Industry Business Unit is particularly keen to provide trade fair visitors with expertise in the products on offer and an in-depth understanding of the wide range of possible applications. Products are also presented that can be individualized and tailored entirely to the respective customer needs.



Trendy products for customers and consumers

Another product highlight is the diverse MILRAM porridge varieties with whole grain oats, which set a delicious trend in the classic segment both hot and cold.

Overall, variety is playing an increasingly important role for customers and consumers. Trendy cheese varieties such as cheddar now achieve relevant market shares and appeal particularly to younger buyers. DMK is addressing this trend in all distribution channels and presenting the popular variety in various application areas.

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 are highly trusted by consumers in Germany 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 sales of 5.5 billion euros, the DMK Group is one of Europe's leading companies in the food industry.

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