



Press release

DMK Group at SIAL Paris 2018

Sales-boosting solutions for retailers, food service and food industry

Bremen, in September 2018. At this year's SIAL in Paris, Germany's largest dairy cooperative, DMK Group, will present a broad product portfolio provided by its subsidiary DOC Dairy Partners B.V. and its business units DMK International, featuring the Oldenburger and Rose brands, and DMK Industry. Visitors can experience the unique benefits of the latest cheese, dairy products and ingredients innovations at hall 7, booth C105.

DOC Dairy Partners presents Uniekaas, the oldest Dutch cheese brand

During the SIAL 2018, DOC Dairy Partners showcases Uniekaas, the oldest cheese brand in the Netherlands. The Uniekaas assortment exclusively features real Dutch cheese. Therefore, the Uniekaas Gouda cheese assortment is proud to have been awarded the PGI-certification. This quality label guarantees that Uniekaas Gouda is produced with 100% Dutch milk based on traditional Gouda cheese recipes to deliver the tasteful original Gouda experience. Besides this, the Gouda cheese assortment contains no artificial ingredients, but is just 'mother nature at its best'. Therewith it reflects the worldwide trend towards 'naturalness'. This 'clean label' cheese is free of any colorings or conservatives and made of fresh pure Dutch meadow milk delivered by the Dutch members of the DOC Kaas B.A. cooperative. This means that the farmers allow their cows a minimum of six hours' grazing in their home pastures for at least 120 days a year. Besides the excellent Gouda assortment, the Uniekaas brand also offers Maasdam, Edam, smoked cheese and even goat cheese.

Oldenburger: High quality products for consumers and professionals

The Oldenburger brand is growing internationally. One important reason is the high quality the brand represents. All Oldenburger products are made from 100% pure, fresh cow's milk. The favourable conditions of northern Germany, the highest technological standards and the local farmers' decades of experience are the heart of the reliable and delicious Oldenburger products. A further reason for the Oldenburger success is the attractive product range which is constantly expanded. It includes, for example, the 200g packs of sliced cheese, which are available in a number of varieties and are ideal for sandwiches, baking or as a snack. New convenience products like Mozzarella, Emmental and mixed cheese varieties will make for added sales in the cheese segment. These products will be offered ready-grated and in practical, reclosable 200g stand-up pouches. Highlights of the Oldenburger range also include strawberry, banana and chocolate flavoured milk drinks and a new flavoured yogurt drink that epitomises healthy enjoyment and at the same time responds to the continuously growing to-go trend. During SIAL Paris, Oldenburger also will present a broad range of products specifically designed for the food service sector, from UHT whipping cream and coffee cream to butter and a wide variety of cheeses in different formats like the new Mozzarella grated and diced 2kg bags with excellent processing and melting properties.

Regional brand Rose is expanding its product range

Rose is a very successful UHT milk brand in the Middle East and Africa. The portfolio features UHT milk, milk powder and cheese. At SIAL, the brand showcases new instant fat-



filled milk powder enriched with vitamins as well as processed cheese in slices and triangles. Displaying the brand name in both Latin and Arabic script will support sales. One of the strongest brand assets is the symbol of the rose on the packaging: it is extremely memorable and has a high recognition value.

Customised solutions for private label & contract manufacturing

In addition to its brand activities, DMK International will also showcase itself as a competent partner for B2B customers. The DMK business unit will therefore be present with attractive offerings for private label and contract manufacturing. This includes product and packaging varieties and special skills in the production of dairy products. New product releases such as skyr, lactose-free products, meadow milk-based products and GMO-free products can be discussed with DMK's sales department. DMK International also offers industry customers mozzarella and semi-hard cheese with tailor made recipes like lactose free or specific melting and browning properties.

DMK Industry: Passion for ingredients

DMK Industry is an important partner and supplier of large international industry customers. Its Ingredients division (DMK Ingredients) and its DP Supply BV and wheyco GmbH subsidiaries produce semi-finished and finished dry and liquid dairy products.

The DMK Ingredients brand which will be represented at this year's DMK Group booth, offers professional solutions for applications in the field of Bakery, Beverages, Confectionary, Convenience, Dairy Processing, Ice Cream and Pizza. With the passion for dairy ingredients DMK Ingredients offers a broad portfolio as well as a wide-ranging industry expertise. The portfolio reaches from fresh dairy products such as fermented products and cream to evaporated and sweetened condensed milk, cheese, butter and powder. It includes basic ingredients as well as tailored solutions. The quality promise "Made in Germany" ensures a sustainable milk production, high quality and food safety. At SIAL, trade visitors can exchange views on their passion for dairy ingredients with colleagues at DMK Group booth C105, hall 7.

About DMK Group

Germany's largest dairy cooperative DMK Group processes milk into food of the highest quality with around 7,700 employees at more than 20 locations in Germany and the Netherlands. With brands such as MILRAM, Oldenburger, Uniekaas and Humana, the DMK Group is an established name for retailers and consumers in Germany and all over the world. The product portfolio ranges from cheese, dairy products and ingredients to baby food, ice cream, health products and special pet food. As the fourth largest supplier to the German food retail industry with a turnover of 5.8 billion euros, the DMK Group is one of Europe's leading dairy companies.

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