



Press release

DMK Group presents its new Food Service concept Oldenburger Professional sets its sights on realigning its service offering for international markets

Bremen, 16 September 2019. With its Vision 2030, the DMK Group took to the stage in June of this year to present its holistic vision for how, in its view, the future of Germany's largest dairy company will take shape. As part of this year's Anuga Food Fair, the DMK Group will be showcasing an initial round of measures aimed at securing a future foothold for the International business area (hall 10.1, stand D-10/C-11).

DMK Group presents its new stand concept

Consistent with this alignment, our international audience can also enjoy the new stand design for the DMK Group for the first time. With its modern, regional and down-to-earth design, every effort has been made to underscore the unity that exists between dairy producers and the dairy company, a collaboration characterised by responsible action.

New Food Service concept for the international markets

With its vision for the year 2030, the DMK Group has set itself a clear target: "The first choice for dairy products of natural origins – for always." This brings with it a consistent transformation process to become a company that places the consumer at the centre of everything it does, and which reacts to new trends at an ever faster pace. With the new communication of Oldenburger Professional, Germany's largest dairy company is shining the spotlight on its new brand communication efforts for the international Food Service market. Recipes developed especially for professional chefs and originating from the most diverse cultural origins have been made available via www.oldenburger-professional.com, as well as product Q&A's, new trends, the raw ingredients used and the wide range of products available from Oldenburger. 'Our goal is to generate real added value for our target groups with this project', explains Michael Feller, COO of the Business Unit International. 'Our fresh new look of Oldenburger Professional means that aspiring chefs are given new insight into the sheer diversity of our product world, allowing them to embrace new trends as they emerge thanks to our international team of chefs.'

New impetus for international markets

By bringing Heiko Antoniewicz on board, one of the foremost 'out-of-the-box' thinkers to grace Germany's culinary scene was able to be won over for the International business. Visitors and onlookers will be treated to a live cooking show, during which this multi-award-winning adviser for culinary creation will be introducing his new ideas at the DMK stand during this year's Anuga. 'The future is all about understanding the fact that people expect their shopping or culinary experience to be entirely focused on their needs and wants. That's why we have to identify trends at an early stage and move forward by implementing original ideas', says Michael Feller. 'In its domestic market, the DMK Group has catapulted itself to the position of market leader within Food Service thanks to MILRAM. Looking ahead, all eyes are on ensuring the transfer of this expertise to international markets by utilising our network of top chefs.'



Uniekaas presents its product innovations

The DMK Group will also present a new look for its Uniekaas brand at Anuga. As part of a comprehensive brand launch, the traditional brand will present worldwide a new, fresh and yet traditional Dutch design, representing the high quality of the product portfolio. Combined with new product concepts, Uniekaas will continue to increase its presence in international markets. At the fair the company will present their combination of two Dutch classics: the “Uniekaas ‘Stroopwafel’ cheese”. Because the two waffle layers with a golden syrup filling in between are equally synonymous with the Netherlands as Gouda is, Uniekaas has now combined this unique taste with its Dutch Gouda cheese. The traditional Dutch company is also presenting a variety of cheese that combines liquorice with Gouda called the “Uniekaas ‘Drop’ cheese”.

As well as Uniekaas’ product innovations, customers will also be able to find out more about the entire Oldenburger retail portfolio, the Rose brand as well as private label and contract manufacturing.

Shows by Heiko Antoniewicz:

Tuesday, 08/10/2019: 11.00 a.m., 1.00 p.m., 3.00 p.m.

Wednesday, 09/10/2019: 11.00 a.m., 1.00 p.m., 3.00 p.m.

Location: Hall 10.1, stand D-10/C-11

About the DMK Group

With around 7,700 employees at more than 20 locations in Germany, the Netherlands and other international hubs, Germany’s largest dairy cooperative processes milk into food of the highest quality. The product portfolio ranges from cheese, dairy products and ingredients to baby food, ice cream and health products. Brands such as MILRAM, Oldenburger, Uniekaas, Alete 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 5.6 billion euros, DMK Group is one of Europe’s leading dairy companies.

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