



Press release

DMK Group further expands its Milram brand business

With its innovative new products, its portfolio has become one of the most significant in the high-protein sector

***Bremen, 17 July 2020.* The DMK Group has repositioned itself as part of its "Vision 2030". Based on a deep understanding of consumers, the company consistently focuses on its customers' needs. In this context, the range of high-protein Milram brand products was successfully placed under a common concept umbrella as early as May 2020. As of September, Germany's largest dairy cooperative is extending this approach to two further product groups using the slogan "For smart guys and gals": with "Skyr cheese" and "Skyr & Smoothie" desserts, Milram is now creating one of the broadest product lines for high-protein chilled retail products.**

The DMK Group's focus on product solutions that offer real added value is already bringing success, especially in the domestic market. Lifestyle and healthy nutrition, like protein, are important trends that lead to a growing market for protein-rich products. What was once a niche topic for sports enthusiasts has now become a major food trend. The DMK Group is providing fresh impetus in this growth market with the Milram brand's new protein range. Rather than emphasising topics such as muscle-building in expanding its portfolio, Milram has decided to focus on what is ultimately the main purpose of combining exercise and good nutrition: to look good and to show it. "We celebrate that with the north German expression, 'Für schmucke Deerns und Kerls', which means 'For good-looking young men and women', as the claim on our products. In combination with a fresh, Nordic design, our protein range appeals to a broad target group who pay attention to their diet and enjoy exercising," explains Matthias Rensch, COO of the Business Unit Brand at the DMK Group. "In doing so, we are taking the topic of 'protein' out of its niche and showing that our strategy can boost the market in many categories and reach new, younger target groups."

The company shows how this works with Milram Skyr cheese. With its 30 percent protein content, this is the champion among the protein-rich Skyr products. The sour milk cheese with Skyr cultures will appear in two practical formats: as a block to slice for bread and salad or as minis for a healthy snack between meals. By embedding it in the new protein range, Milram is appealing to new, younger buyers in the market for traditional sour milk cheese, which is actually currently stagnating. While the general sales volume decreased last year, products with a focus on protein were able to increase their sales significantly.

In addition to Milram Skyr cheese, Milram Skyr & Smoothie brings another innovation to the protein market: with lots of protein, no added sugar, no flavourings and no additives, these superfood smoothies in the double-chambered cup also aim to win over the health-conscious. The new products are being introduced to a high-growth market. This is because products in the category of fruit quark with protein grew disproportionately in 2019 at 27 percent and now account for 29 percent of the total fruit quark market. In addition, this category is recording double-digit growth rates in terms of buyer households and purchasing volume.

In conjunction with POS campaigns, PR, online and social media, Milram intends to continue the positive development of the new umbrella concept "For smart guys and gals".



About the DMK Group

With around 7,700 employees working at more than 20 locations in Germany, the Netherlands and other international hubs, Germany's largest dairy cooperative processes milk into food products of the highest quality. The product portfolio ranges from cheese, dairy products and ingredients to baby food, ice cream and whey 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 domestic markets and selected target markets around the world. As one of the largest suppliers to the German food retail industry with a total revenue of 5.8 billion euros, the DMK Group is one of Europe's leading dairy companies.

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