



Press release

Bremerland returns

DMK Group brings local milk back to Bremen's retail sector to mark the anniversary of their location

Bremen, February 28, 2020: As part of their 20th anniversary in Bremen, the DMK Group will revive its traditional Bremerland brand in the Hanseatic city. With effect from April 2020, therefore, the only fresh milk in Bremen's retail sector will be available exclusively from Bremen-based farmers.

"I am delighted that a piece of Bremen's tradition is returning. This is especially important because we're not just dealing with a logo here – it's a real project from our region," emphasised Bremen Mayor, Dr. Andreas Bovenschulte, during the official showcasing of the Bremerland brand. With the increased focus on the northern German origins of its MILRAM brand, the DMK Group is already building on its strong regional roots at the national level, thus giving the brand a clear profile by positioning products "from the home of freshness". This approach is now to be continued on a regional level, as the DMK Group has a special opportunity to reactivate a strong regional brand in Bremerland. "We are delighted that we are able to revive this traditional brand as part of our 20-year anniversary celebrations in Bremen. For many consumers today, regionality is once again a factor when shopping," explains Ingo Müller, CEO of the DMK Group.

Focus on new target groups

However, while decisions are made with the heart, they're often also influenced by the store shelves: Consumers want to know quickly and easily what is inside the packaging. "We deliberately chose a new packaging design in order to appeal not only to those who still associate the Bremerland brand with childhood memories. We also want to appeal to younger Bremen residents," says Müller. With effect from April 2020, Bremerland's "Frische Bremer Milch" (Fresh Bremen Milk) will be available on the market as fresh whole milk with 3.7 percent fat and as fresh low-fat milk with 1.5 percent fat. The two varieties are however clearly distinguishable by colour. The whole milk will appear in a dark blue design, while the low-fat milk will be distinguished by a light blue packaging. In addition, the summary of contents is clearly visible on the front page.

Bremerland: A cooperative project

The project originated two years ago when a small group of Bremen-based farmers joined forces to promote the revival of Bremerland. "As DMK Group, we bring together almost 6,000 farmers. This local project is strongly supported by our Bremen-based DMK farmers, who, through the revival of the Bremerland brand, can now also speak of their profession in a positive light. This is becoming more and more important, especially due to the increasing alienation of society from agricultural products. As a consumer, you want and should know where the products come from and how they are produced. This is an important task for us as the largest dairy cooperative in Germany," explains Müller.



“The people of Bremen are enormously attached to their local brands, and it’s not just the beer we’re talking about here. Products from the region are first choice, and the connection to the city and everything that goes with it is exceptionally high. More than 85 percent of those surveyed from Bremen stated that they pay attention to the regional factor when buying fresh milk”, explains Prof. Dr. Christoph Burmann, an economist at the University of Bremen. Together with Prof. Dr. Tilo Halaszovich, Professor of Global Markets & Firms at the same university, he conducted a potential-focused study for the return of the brand: “Even 14 years after its last products were sold, the Bremerland brand is still one of the most popular brands among citizens over 40 years of age in the Bremen metropolitan area, and one that evokes happy memories among the citizens.”

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 products 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 and with a total revenue of 5.6 billion euros, DMK Group is one of Europe’s leading dairy company. The DMK Group has its administrative headquarters in Bremen, in the Airport City with around 700 employees.

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