



Beste Milch Ideen

Regionality, Organic Food and Reusable Packaging:

BMI Scores With Relevant Topics at Anuga 2021

Landshut, October 2021.

After many trade fairs had to be canceled last year due to the Corona pandemic, Bayerische Milchindustrie eG is particularly looking forward to presenting new products and sustainable concepts in the milk and dairy products sector at Anuga in Cologne this year. From October 9 to 13, 2021, the dairy cooperative will once again be demonstrating its many years of experience and expertise in processing milk and dairy products at the world's largest food and beverage trade show in Hall 10.1 at Booth E-042.

"The topic of sustainability is increasingly stepping into the focus of society and has long since arrived in the food sector. BMI scores particularly well in the areas of organic and regional products as well as in reusable bottles," says Winfried Meier, BMI eG's Corporate Strategy and Innovation Officer.

BMI has been successfully producing and distributing organic products for over 20 years. In the field of organic dry products, the dairy cooperative is now a leading producer. Consequently, BMI also produces organic ingredients for infant nutrition. On the subject of regionality, BMI is strengthening the Frankenland brand with a relaunched design accompanied by a regional concept for its farmers. "With this regional concept, we particularly want to promote family farms in the region as well as sustainable dairy farming – both are selling points towards end consumers," Meier explains. In addition, BMI uses glass as a packaging material for numerous products of the regional brands Frankenland and Thüringer Land and relies on the environmentally conscious multi-way cycle.



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Ethnic products are trending: BMI expands range with Haydi Mint Ayran and Haydi Salep

In the area of ethnic products, BMI remains on course for success with an expansion of its product range: In July 2021, for the first time more than one million cups of ayran rolled off the assembly line at the Würzburg production facility within one week. This milestone speaks for itself and demonstrates the consumers' enthusiasm for recipes from other cultures. That's why there are now new dairy products to be discovered under the Haydi brand, such as mint ayran. This is a fermented drink made from natural yogurt, water and a pinch of salt. For the new variety, a fresh mint flavor has been added to the professional recipe of the top-selling ayran. With this little kick of freshness, the new product has the potential to become a shooting star in the ayran range.

The new Haydi Salep is based on the traditional Turkish-style recipe and can be enjoyed not only hot but also cold. Salep is a hot drink popular for centuries with a particularly velvety texture, for which milk is mixed with fine spices such as cinnamon and cardamom - ideal for the creative barista.

Premium cheddar and high-protein cheese – Made in Germany

The premium cheddar and high-protein Cheese Made in Germany are also eagerly awaited. The dairy cooperative also has new products for industrial customers, such as low-salt mozzarella and cagliata.

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