

PRESS INFORMATION



Rehburg-Loccum, July 2023

New ice age with frischli

The frischli Milchwerke offer bakeries, ice cream parlors and other customers in the food service industry interested in ice cream reliable and high-quality ice cream bases for the preparation of scoop ice cream, soft ice cream and frozen yoghurt

The frischli Milchwerke are omnipresent in the out-of-home market with ready-to-serve desserts, whipped cream in various fat content levels and container sizes, milk and cocoa drinks. As a brand new product, frischli supports ice cream parlor operators and chains, bakers and other food service customers with a practical ice cream concept in order to make this product segment a success, even with more or less gelateria know-how. Because it doesn't matter whether it's in a cone to take away, or to enjoy on the spot: ice cream is always a good choice – sometimes to go after a hearty snack, sometimes as a sweet and relaxed refreshment in the afternoon. Anyone who scores here with an appealing offer and also has toppings and different sauces ready to serve can make the ice cream offer even more attractive and boost sales.

Soft ice cream & frozen yoghurt

The focus of the frischli ice cream concept are four new ice cream bases for the successful preparation of soft ice cream and frozen yoghurt. In addition to the vanilla and chocolate varieties, vegan chocolate soft ice cream is also available for purely plant-based ice cream enjoyment, which is just as creamy and delicious as the milk-based varieties. The attractive range is supplemented by an ice base for the preparation of frozen yoghurt. With the ready-to-use ice cream bases, delicious ice cream creations can be prepared quickly and easily. Just out of the box, the soft ice cream and frozen yoghurt creations, which (except for the vegan version) contain over 70% whole milk, promise top-class ice cream enjoyment. But it is also possible to implement individual recipes, to delight customers with different flavors.

There are currently four varieties available from frischli:

- Vanilla soft ice cream in 5 and 10 liter containers

- Chocolate soft ice cream in a 5 liter container
- Vegan soft ice cream in a 5 liter container
- Frozen yoghurt in 5 liter containers

The liquid ice cream mixes can be stored at room temperature for a long time and offer absolutely safe ice cream enjoyment from a hygienic point of view.

The four ice bases in detail:

- Vanilla soft ice cream (referred to as MILK ICE on sale), with 71% fresh milk, fresh cream and natural vanilla flavoring. The most popular soft ice cream classic that tastes incredibly creamy and full-bodied.
- Chocolate soft ice cream, with more than 70% fresh milk and real chocolate. A treat for all chocoholics.
- Soft ice cream chocolate vegan, ideal for everyone who prefers plant-based products or who does not consume dairy products for health reasons.
- Frozen yoghurt, with more than 80% yoghurt, the creamy pleasure with the typically refreshing, slightly sour yoghurt note, ideal for adding various toppings and fruit sauces.

Scoop ice cream

For the preparation of ice cream scoops, frischli offers four types of high-quality ice cream bases under the Carolina Premium brand. This liquid semi-finished product for the production of milk ice cream consists of more than 70% whole milk (except for the vegan version) and thus offers absolute premium ice cream enjoyment like in Italy. Carolina Premium can be used to produce high-quality ice cream in just a little time and with 100% success. Highly qualified specialists are not required for this. The perfectly balanced ice cream base can be used as desired for individual recipes and flavors.

Four varieties are currently available under the Carolina brand:

- Carolina Premium Base Latte Naturale
- Carolina Premium Base Latte Cremosa
- Carolina Premium Base Cioccolato
- Carolina Premium Base Cioccolato Vegano

The ice cream mix in the resealable bag-in-box with a capacity of 10 liters, which is produced according to Italian tradition, is heated at ultra-high temperature, so that the

product can be stored at room temperature for several months without refrigeration – pasteurization in the ice cream kitchen is not necessary.

The four ice bases in detail:

- Carolina Premium Naturale (referred to as MILK ICE CREAM on sale) with 71% fresh milk, fresh cream and only animal fats. An exceptional product, suitable for anyone who wants to make a traditional ice cream as in the past.
- Carolina Premium Cremosa, with more than 70% fresh milk and animal fats and a small amount of refined vegetable fats. This product is the right choice to make ice cream that is warmer and creamier on the palate. The product is particularly suitable at the beginning and end of the season when the outside temperatures are a bit cooler.
- Carolina Premium Cioccolato, an easy-to-freeze chocolate ice cream that guarantees the taste of chocolate from the past.
- Carolina Premium Cioccolato Vegano, for the preparation of chocolate sorbet, which meets the great demand for plant-based products, and is also the right choice for customers with lactose intolerance, as it allows them to enjoy the exquisite taste of this ice cream classic without worrying.

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About frischli

The frischli Milchwerke GmbH, with its main plant in Rehburg-Loccum in Lower Saxony and three other milk plants in Weißenfels (Saxony-Anhalt), Eggenfelden (Bavaria) and Schöppingen (North Rhine-Westphalia), is now in its fourth generation and sees itself as a supplier of high-quality dairy products. Especially for the food-service, the company offers a wide product portfolio from milk to desserts and dessert sauces to cream sauces, which optimally meets the needs of this target group in terms of hygiene requirements and practical handling in professional kitchens. In addition to a large number of long-life dairy products and dessert specialties, frischli has also been offering fresh dairy products for the food service since 2023 with the frischli fresh

range. Since autumn 2021, frischli has also been offering a modern, plant-based range with a variety of oat-based desserts and milk alternatives. Since 2023 frischli also offers product highlights in the ice cream segment with ice cream products such as scoop ice cream, soft ice cream and frozen yoghurt. With a total of 930 employees, the company achieves a sales volume of approx. 515 million euros per fiscal year.

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