

IN BRIEF

Less plastic

German dairy Andechser Molkerei Scheitz now sells Andechser Natur brand products without slip lids. The first products without the lid are its 400g fruit yogurts, 450g fruit quarks and 400g Greek style yogurts. By eliminating the lid on its lines, plastic use should be lowered by 20%, the company says.

Winter biscuits

The Weihenstephan dairy in Germany has been inspired by Christmas biscuits and has brought them to market combined with yogurt, as Type Spekulatius (Spekulatius is a traditional, Belgian biscuit) and Type Gingerbread. They are flavoured with cinnamon, caradammom and cloves. The limited varieties are available in a 150g cup for €0.69.

Growing milk

Danone North America has introduced Horizon Organic Growing Years milk. This marks the first US fluid milk introduction based on the recommendation that children between one and five years should only drink water and milk. It is organic whole milk with specially selected nutrition for growing kids, and is certified organic from pasture raised cows.

Adding to Aux Délices des Bois

MAD Foods in the US has extended its Aux Délices des Bois butter line with two new varieties: Roasted Garlic Butter and Red Wine Shallot Butter. The flavored butters contains 82% minimum butterfat and come in 3oz oval plastic cups with nine per case. They can also be shipped frozen.

Bahlsen winter ice cream

Deutsche MilchKontor (DMK) has developed a winter flavoured Bahlsen ice cream for the German market. Zimtstern is a bourbon vanilla ice cream with a touch of cinnamon, twisted with hazelnut ice cream and mini cinnamon biscuits. The product is available in the food retail trade in a practical 500ml pot.



Ambient yogurts to go global

After being the first French producer to enter the segment of ambient dairy drinking dessert, the Lact'Union Group is adding two new flavours to its Promess ambient drinking yogurt line: strawberry and banana. Made from fresh milk, this range combines the quality and expertise of the Lact'Union Group with the benefits of the Tetra Prisma 200ml Aseptic package. The original Promess ambient drinking yogurt is already marketed in 10 countries,



including Hong Kong, Mauritania, Seychelles, Togo and Guinea. The new flavours aimed at the export market in Asia, Africa and the Middle East.

Blissful Müller mascarpone

Müller has launched a mascarpone-inspired product in the UK, Müller Bliss Mascarpone Style Yogurt. The new product is an Italian inspired yogurt, made in Shropshire with milk from British farms, but inspired by the creaminess of Italian mascarpone. It includes creamy tasting yogurt with a real fruit layer. It is available



in two flavours: Cherry and Peach & Apricot, in 110g four packs and the RRP is £2.89 (€3.34). Müller has also introduced a fat free version of Müller Quark Yogurt, which also contains 100% naturally sourced ingredients. The product is available in Mango flavour, in 150g singles and the RRP is £1 (€1.15).

Babybel's snack campaign

Babybel mini five and nine-piece nets in Germany in original and light versions have put funny sayings on the packages for the winter. POS materials include sayings such as, "for banquet annihilator," "for toboggan rowdies" or "for reindeer steamer."



In parallel a Mini Babybel brand spot is being shown

on high-coverage TV channels in the promotional period through the new year.

Chilled cheesecakes from Glenilen

To capitalise on the success of its glass jar yogurt range, specialist Irish dairy brand Glenilen Farm is launching a new range of chilled cheesecakes into Sainsbury's stores in the UK.



The range consists of handmade cheesecakes in two flavours – Lemon and Mango & Passionfruit. Made with a biscuit base, set with Irish butter and topped with a combination of fromage frais and fresh cream, the lemon variety is prepared with freshly squeezed lemon juice to give it a citrus kick, while the Mango & Passionfruit

variety contains chunks of mango and real passionfruit seeds inside.

In line with the company's sustainability mission, the range is presented in a tub made from recycled bottles with a push-up base to ensure easy and mess-free removal. RRP is £4.50 (€5.20).