Dear Ice Cream Lover,

Our summer is coming to an end and it seems that the consumption of ice cream in big part of Europe will have another record year.

There are many new products being launched to the market and with the main raw material prices (SMP, fats and oils) being fairly low the first half of the year, the indication is that the ice cream industry will have a very profitable year! Good news for everybody!

Some time ago, I read an article in the “Marketing91” site that I thought would be good to share with you. The article was about the top ice cream brands in the world in 2017. I have tried to shorten the text to give you the main points here.

The unrivaled number 1 is of course **Magnum** which is owned by British/Dutch **Unilever** Company. Magnum’s main products are Classic and Almond.

Number 2 is **Häagen-Dazs**. Considered as one of the top brands of ice cream in the world, Häagen-Dazs has a history of more than 58 years, now owned by **Nestlé**.

Häagen-Dazs has set its brand apart by including the right kind of flavors and a creamy texture by making use of premium ingredients.

Number 3 comes **Cornetto**. Known for its cone ice cream, Cornetto is a branded frozen cone that is manufactured by **Unilever**.

It has various products like Cornetto mini double chocolate, Cornetto mini butterscotch, Cornetto choco vanilla, Cornetto choco coffee, Cornetto double chocolate, Cornetto disc black forest, Cornetto disc pistachio, and so on.

As 4th brand, we have **Ben & Jerry’s** who started the famous ice cream brand in the year 1978. It is an American based company that manufactures ice cream and other frozen products. Today they are going global, owned by **Unilever**.

5th name on the list is **Breyers**. Yet another brand that is owned by Unilever, Breyers is a frozen dessert that is sold in Canada and United States.

W. A. Breyer started his first ice cream shop in the year 1882. Over the years, supported by the family members, Breyer opened a few more shops. In the year 1993, the brand was bought by **Unilever**. Among their products you find non-dairy ice cream that are made of real almond milk.

**Also Unilever** owns the 6th brand: **Carte d’Or!** Originated in Paris, the products fall under the following categories: Carte d’Or Classic, Carte d’Or Gelateria, Carte d’Or Patisserie, and Carte d’Or Sorbet.
Carte d’Or has been in the industry for almost 40 years.

Brand number 7 is Dreyer’s, originally started in 1928, owned by Nestlé.

Dreyer’s produces mouthwatering desserts by combining real and high-quality ingredients.

Having distribution centers at many places, Dreyer’s produces more than three million gallons of ice cream per year.

Number 8 on the list is Blue Bunny.

Founded in the year 1913, Blue Bunny brand ice cream is owned by the American food company, Wells Enterprises. It is the largest ice manufacturer in the United States.

Blue Bunny produces ice cream from premium ingredients. The ice cream is produced from fresh and local milk and have more than 70 different delicious flavors.

Klondike is brand number 9.  
Started its ice cream journey in the 1970s, Klondike was sold only in Ohio and Pennsylvania. Over the years, it expanded to many countries.

Klondike produces delicious ice cream bars and ice cream sandwiches made from ice cream flavors that are coated with chocolate. Its main products are bars, Kandy bars, sandwiches, choco taco, and sugarless ice cream.

Klondike is a privately-owned company, and independent of the big name.

Number 10 comes Mihan from Iran.

With a simple ice cream pushcart, Mr. Paydari started the ice cream journey in 1974 in Iran.

After a journey of more than 45 years, Mihan is considered as giant food group with 10000 employees.

Mihan is the market leader for ice cream in the Middle East and has many products and flavors.

Number 11 on the list is Drumstick.  
Also owned by Nestlé and founded in the year 1991.

It produces awesome products like Nestlé drumstick cone flavors, classic cones, simply dipped cones, flat top shape, bars & pops, cones, sandwiches, and many more.

It is interesting that Nestlé Ice Cream, as an ice cream brand, only comes at 12th position in the world!

The much-preferred brand, Nestlé Ice Cream, is available as scoop, bites, bars and in cups.

However, Nestlé is the world’s largest company in food and beverages and has about 2,000 brands and caters to about 189 countries in the world.

Nestlé provides a range of ice cream products from natural to sugarless.
Number 13 on the list is Outshine.

Popularly known as Outshine bar, this brand ice cream is produced by the simple ingredients that make it shine.

Outshine focuses on the nutrients label and real fruits and vegetables. It produces many products like fruit bars, fruit and veggies bars, simply yogurt bars, fruit and tea bars and kid’s bars.

14th place is taken by Popsicle. Started the journey in 1905.

This brand produces various kinds of flavors and many icy treats.

Popsicle is a registered trademark of Unilever.

And the 15th brand in the ice cream world is Meiji.

Meiji started the ice cream journey in Japan in 1924 and is a leading manufacturer of food and pharmaceuticals business.

The Meiji ice cream started off by launching the cup with vanilla flavor.

As you see, 10 of the top 15 brands are owned by either Nestlé or Unilever. Interesting, isn’t it?

Last, but not least, we are proud to be a main supplier to Mihan in Iran.

Kind regards
Cameron Skandarioon

Ice Cream Seminar in Argentina

In May, Tetra Pak in Argentina organized an Ice Cream Seminar for ice cream producers from Argentina, Uruguay, Chile, and Paraguay.

The purpose of the seminar was to share market trends, show innovations within ice cream and linking it to Tetra Pak customer focused end-to-end solution.

Many of the traditional ice cream factories know our excellent equipment but tend to forget that Tetra Pak offers the whole range of products for ice cream.

We offer recipe optimization and product development to our customers where we help developing the brand and product quality.
Finally, we help our customers to optimize their profit and secure their growth in the future.

More than 20 companies were represented and almost 50 people attended the seminar.

The feedback, we received from the customers, was indeed positive and below you will find some of the comments from the customers of what they found to be most relevant from the seminar:

- “Market trends, product and process innovations”
- “Knowledge of new technologies”
- “Knowledge of other areas of Tetra Pak (ingredients, formulations, etc.)”
- “Ice cream consumption trends”
- “The possibility of talking with specialists”
- “Videos of machines”
- “The ingredients and formulations”

Upcoming Exhibitions

**Tetra Pak** is again this year going to participate in:

**GULFOOD MANUFACTURING (GFM 2019)**

taking place 29 – 31 October 2019 in Dubai World Trade Centre.

The exhibition is one of the biggest food and beverage packaging and processing trade events in the world.

We should be pleased to see you there and if you wish us to arrange for a meeting, please let us know.

We hope that you have enjoyed this newsletter.

If you have any comments, please do not hesitate to contact:

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If you are interested in getting previous issues of **Dan Ice World**, please let us know.