

Dan Ice World

53. issue – July 2020

40 years of Service!

Dear friends and partners,

We celebrate our 40th anniversary, and we are extremely proud. 40 years of dedicated work, but it has only been possible because of all of you. We still serve some of our customers that we started to do business with in 1980! And we feel privileged. You have kept us motivated and determined to serve.



Through 40 years, we have kept expanding our product portfolio, idea generation, product development and excellence in ice cream. But we have gone beyond: For the last 3 years, our activities with the dairy products is now creating more and more cooperation with our customers. It has been a great honor to work with each and every one of you.

2020 has not been like any other year. It has brought some great many challenges that no one could foresee. Could we imagine, even in January this year, that our extensive travelling activity would be put to rest? That all of us would be sitting home/working from home in a quarantine? That all our meetings would occur from the dining table of our homes? That we would sign our mails with “stay safe” instead of “best wishes”? That so much of the economy would stand still? No one could imagine that. But here we are... we have learned



new ways of working. Meetings have gone online. Instead of seminars we have gone virtual. We have created some webinars in English, Spanish and Portuguese, for which you will find the links below.

<https://youtu.be/iVuwDHYbrbk> (English)

<https://youtu.be/gRWX8Xikpc> (Spanish)

<https://youtu.be/gLSIMt4Vh3c> (Portuguese)

We see gradual opening in many countries, but can we really rely on the worst being over? Hardly! One thing is certain, though. We will pass through this and hopefully become even stronger. But it requires that we understand the important role each one of us play in reducing the risk of transmission of COVID-19, by following effective personal hygiene.

Change of name to “Tetra Pak Ingredients Solutions”

Through the last 40 years, we have been working as Danice Services. In 2020, we officially became part of the Tetra Pak Services organization, making it possible for us to reach out to wider market and customer portfolio! Additionally, for the last 3-4 years we have extended our work into the dairy ingredient solutions, which makes it a challenge to work under “Danice” name!

Therefore, we have decided that our new name, **Tetra Pak Ingredients Solutions**, should become official as of August 2020. We are in the process of adjusting our visit cards, home page, etc. and once we are through with the process, we will officially send you a letter.

Finally, and due to this occasion of our 40th anniversary, I asked the former Managing Director of Danice Services, Sven Stroyberg, who I am sure most of you remember, to write a few lines for our newsletter which you may read in the next pages.

Stay Safe! – **Cameron Skandarioon**

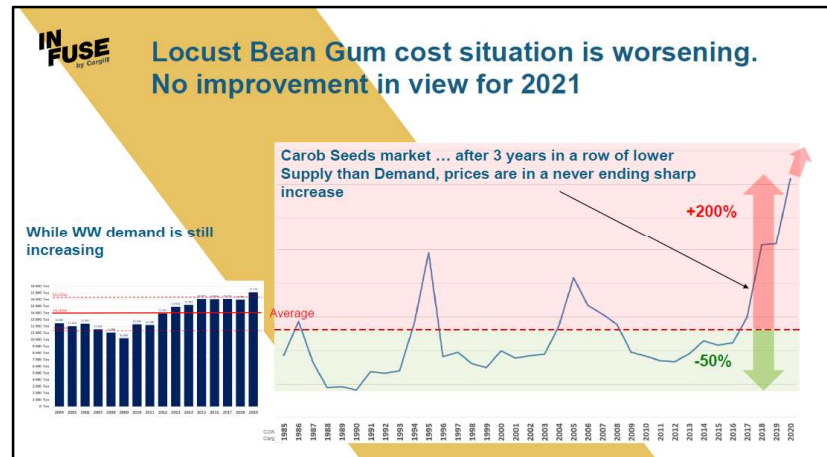
Trends within stabilizers for ice cream

Locust Bean Gum alternatives

Over the years the most preferred and best performing stabilizer used for ice cream production has been Locust Bean Gum – known also as LBG or E410.

LBG secures smoothness in taste by reducing the size of the ice crystals as well as adding stability to the shape and consistency of the ice cream if exposed to heat shock. LBG works well with other stabilizers and emulsifiers – an ideal product.

But it is also expensive – as the below graph indicates – it will only increase in price.



This has prompted Tetra Pak to work on alternative solutions to help reduce the cost impact of stabilizers faced by our ice cream customers – jointly with the well-known producer Cargill.

The result is the new Luxice™ 8718

An integrated stabilizer system for the premium segment. Offering very high scores on smoothness and stability – and ease of use. The “secret” of how to reduce the cost has been to avail on Tara Gum (E417) instead of LBG. We have managed to develop a product giving the same high performance – and under a stable price level.



Tara Gum is very steadily priced on the world market and plenty in supply, so by using this in future, you lock your cost prices more effectively. **Tara gum is a natural additive** obtained by grinding the endosperm of the seeds of *Caesalpinia spinosa* of the Leguminosae family.

When using the Luxice™ 8718, you manage to reduce the number of additives to your ice cream. The stabilizer is formulated to contain only two Ennumbers that must be declared – the emulsifier E471 (from palm- and rapeseed) and E417. This supports the trend for “clean label” – which we mentioned in the latest issue of Dan Ice News – No. 52.

Other stabilizer trends

As mentioned above and in the latest Dan Ice News issue – the consumers are seeking “clean labels” and “non-dairy” alternatives. We have duly taken up the challenge and are very pleased to state that our current assortment of Luxice™ stabilizer system well support all current trends. We help you to stay updated and thereby competitive.

Call on us to hear more and get an offer – we are ready to service you.



The Danice Story (By Sven Stroyberg)

It all began in August 1980. I was employed to start a daughter company to O.G.Hoyer. The initial thought was to enter into joint ventures with smaller ice cream producers in developing countries. The Marketing Manager of O.G.Hoyer had developed a concept, based on the name, Happy Ice Cream.

I spent a few months locating possible partners, and the first fruitful contact was a biscuit manufacturer in Colombo, Sri Lanka.



We had contacted IFU, the Industrialization Fund for developing countries, an organization that is supporting Danish industrial companies that took an active interest in the project. However, after visits to Sri Lanka and negotiations with our potential partner, I had to conclude that the eventual size of the project could not warrant our interest.

Following that decision, I started to focus on the Middle East where the first oil crisis had led to prosperity and a willingness to invest in new businesses. In the early 1980's, Hoyer managed to land a contract in Saudi Arabia for a complete ice cream factory. This was the first trigger for creation of the company Danice Services.



We got very involved as we created the brand name, Jumbo Ice Cream; made the packaging materials; provided the ice cream recipes and the raw materials. On top of this, we had a management contract for three managers: The General Manager, the Maintenance Manager and the Production Manager. Danice was then well

on its way to becoming a complete supplier of raw and packaging material, distribution equipment etc.

We were also engaged in other Hoyer projects for complete ice cream plants, notably in UAE, Bahrain and Bangladesh. In Dhaka, we again were key supplier including brand name... to Polar Ice Cream. We also provided management.



Over the years, we succeeded in getting clients in a number of countries and the business really gained momentum when Russia became a major market in the early 1990's. Hoyer had been present in Moscow for years, but the new situation in the former Soviet Union gave Danice an opportunity to influence the ice cream industry.



We became a major player in notably ingredients. And we were instrumental in renewing basic ice cream recipes. Eventually, we ended up by stocking major ingredients and wooden sticks in Moscow and other major cities in Russia. Ukraine was also engaged in stocking goods whereas other CIS countries were supplied directly.

Also, in early 1990's we became part of the Tetra Pak, also leading to new opportunities.

Summarizing, the number of customers has grown from year to year, and Danice (Tetra Pak Ingredients Solutions) now



has customers in more than 50 countries. The success is founded in competent and loyal employees who stay with the company for years and day by day continue to contribute to a successful contribution to our customers business!

Join the magic!

Enhance the taste, flavour and experience of your ice cream with the sauces from our supplier, Colac!

They present 2 new delicious sauces that will give your ice cream that extra splash of colour. These sauces will brighten your day and bring the consumer to a fantasy world where he can escape from reality.

Unicorn sauce

The Unicorn sauce combines a pink colour, glitters and a raspberry taste, all in one. Which girl (child or adult) can resist that much fun?

This pink sauce can be used as topping for an individual cup or as a ripple, a pencil filling, ...

Thanks to the sparkling effect, this is a very thankful sauce to use in combination with an intense white or dark chocolate ice cream to create a playful, yet sophisticated treat.

Blue Bear sauce

The Blue Bear sauce has a very bright blue colour and that typical bubblegum flavour. Sweet lovers will enjoy this old time classic.



Think of a Blue Lagoon cone with smooth, rich vanilla ice cream topped with this blue bubblegum twist.



Or celebrate any party with a confetti cake ice cream, where flavourful cake batter ice cream is combined with multi-coloured sprinkles and surrounded by a blue icing swirl.

Colac: Delicious sauces, always made to meet your needs!

This summer a lot of people decided not to go on holiday, but this Blue Ocean ice cream will make you feel like you're on a tropical beach!

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 previous issues of **Dan Ice World** - or more information about us, please visit www.tetrapak.com/ingredients.

