



Dan Ice World

54. issue – October 2020

Dear Friends and Ice Cream lovers,

It is my pleasure to send you the issue of Dan Ice World, where we have some interesting information about the trends and news about some products.



Overall, it seems that most of customers are facing a “normalized” situation, although it is the new “normal”.

I do hope you will like the content and look forward to hearing your comments.

PS. Name change: Let us clarify that our legal name is **Tetra Pak Processing Systems A/S** which must be used on all official documents, whereas our department name is **Ingredients Solutions**.

Stay safe,
Cameron Skandarioon

Ice cream trends

“Indulgently multi-sensory and multi-textured recipes are flourishing, and ecological concerns about dairy production are inspiring sustainable claims”

Starting with this impressive quote from the innovation analysts from the well-known market research company “Mintel” – hereby pleased to guide you through some trends, visions and facts about today’s and tomorrow’s ice cream market.

What was launched in 2020?

You can actually mention three very strong directions from the products launched during the past year:

- **Grab attention**
Work with new fancy taste and color combinations (enhance impulse buying)
- **Environmental issues**
The care for our environment has never been stronger than now. Consider carbon offsetting and stronger interest for plant-based products as the “new black”. A must in every NPD.
- **Health issues**
Why not make your ice cream a bit healthier? Many launches focus on low-fat, low-sugar, high-protein, focus on vegetable and fruit inclusions, etc.



If we look at it geographically, there are variations from markets to markets. In **Europe**, the trend is very clear on offering more organic and natural products. This is combined with strong focus also on the eco footprint. If we compare growth rates of NPD, we

see that the category “all natural” has growth rates of 14%, “organic products” 7% and “no additives/no preservatives” 3%. These categories have shown the most significant growth rates among all new products launched.

The category “non-dairy” or “plant-based” is also really growing in numbers now: A growth rate of seven percentage point above traditional ice cream NPD launches over the past five years is really impressive!

Interesting also to note is what the producers offer in terms of better environmental packaging. The traditional plastic tubs are losing

ground, and interest turns to the much better sustainable alternative like paper-based ice cream cups and recyclable plastic products. The consumers are looking for a change – and a better world to pass on to their children – and luckily, they can still eat ice cream without compromising the environmental impact.

This is an example of Unilever’s Carte D’Or’s new compostable tub for ice cream:



In terms of guiding the consumers, many producers are also launching ice cream with clearly marked “better-for-you” benefits, such as low on calories and high on protein:



In the **Middle East**, lots of the ice cream consumed is still in the tub format. As much as 67% of all NPD is within the tub segment. The focus is still not so much on organic, but you see an increased interest in environmental issues and low-sugar products. So, there must be a great potential in addressing the on-the-go market for ice cream there.

In the **APAC** region, we still see a more traditional approach when it comes to flavors. Still the usual three flavors are dominating: Vanilla, Strawberry and Chocolate. But great to see product launches with water chestnut, wild hibiscus combined with vibrant colors to encourage social media sharing to build brand awareness. How about an ice cream with crisp coating and a runny durian filling, like this product from China:



Many producers are also experimenting with new textures, such as crunchy, chewy and crispy ice cream. To add excitement, big chunks of fruit and vegetable inclusions are added as well. Here, the Tetra Pak® Extrusion Wheel comes in perfectly – you can work with real big chunks even in your extruded ice cream sticks!

And great efforts are also directed towards eating ice cream without getting too messy. Products like the Glice Grape Ice Cream Balls from Japan. According to the manufacturer, “the bag can be ripped a little to remove one ice ball at a time, making it possible to consume it without touching the ice cream”. Perfect when you also have to operate your smart phone at the same time...



In **Americas**, the leading ice consuming part of the world, new launches pop up frequently. Beyond the trends from the rest of the world, much attention is now directed also at both making your consumption of ice cream “guilt free” by reducing both calories and sugar, but also at offering an ice cream that improves your health and immune system:



In the US, Uncle Matt’s Organic recently launched Dark Cherry Probiotic Pops, which are said to provide *one billion probiotics* and support *digestive and immune health*.

So, what to expect in the next two to five years?

There will no doubt be even more focus on environmental impact from the industry. Plant-based will surely continue to grow dramatically, and functional benefits may come higher on the consumer’s agenda.

Combinations of trends will also be evident. Super luxury ice cream produced from plant-based ingredients packed in sustainable packing material will not only be a vision, but a reality. Even more new products will be launched, and should the Covid-19 pandemic still rage our world, rest assured that the domestic indulgence will increase, leading to even higher consumption of ice cream. Ice cream

variations developed to be consumed at special occasions will also pop up, like:



Created for sports, breakfast and sleep respectively....!

With this, we hope to have inspired you in your new product development, and do remember that we are not further away than a click with the mouse or a phone call. We are confident that we can help grow your business with the required recipes, equipment and ingredients – no matter how “strange” it may sound.

Walterwerk introduces new features for wafer baking

Our long-standing partner WALTERWERK KIEL GmbH & Co. KG has expanded the extensive product range of machines and digital service products. Here is a short outlook.

MyWALTER® Client Portal

All machine documents are available in one spot, together with additional services (tutorials, instructions, etc.). Users have 24/7-access to continuously updated information. The portal is well-structured and documentation easy to find.

Time-saving and convenient.



WALTER® Remote Service App

The new app for remote service ensures fast and competent expert video support with quick analysis and solutions in real-time which reduces

machine downtime. It is available worldwide and saves both travel time and costs.

Android / iOS / Smart Glasses application. **We see, what you see.**

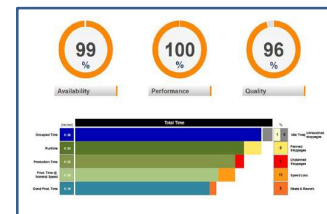
WALTER® Electronic Spare Parts Catalogue

The new catalogue supports accurate and easy identification and includes updates for modifications or additional tools. The user guidance is intuitive and easy to use with visual point & click search in 3-D images. For PC/notebook, tablet, smartphone.



Saving time and costs.

OEE Overall Equipment Effectiveness



The system provides quick and accurate knowledge of the machine effectiveness and helps identify causes of lost productivity and recognize opportunities for improvement.

Success is measurable.

Spanish Cone

WALTER has developed a new technique (patent pending) for the first industrial-level production of up to 4,800 c/h of the well-known folded cone. The cones are 210mm long and have the typical folded top rim and thin wafer sheet for an extra tender bite.



Exchangeable logos / or no logo possible.

Beech wood sticks

As we are constantly focused on providing new solutions to our customers and looking for new and sustainable collaborations, we would like to present a new player on the ice cream sticks market, which produces beech wood sticks, a species very much appreciated on European and world markets.

We have now partnered with the producing company, MCI Novotech, having Unisticks brand for the wooden sticks, with the production facility located in Neamt County, north-east in Romania, in proximity to one of the richest forestry areas in Europe. The producer has a traceable chain of wood supply, using only beech wood logs from sustainable sources, for this matter being able to provide FSC certified beech wood sticks.



The factory is built up to full functionality in 2017, has a few good years of experience and is focused for now on producing mainly classic ice cream sticks, looking forward to extend production to paddle (bow tie) sticks in the near future. The installed capacity allows to cover significant volumes, and we have already seen many customers satisfied with the quality level of sticks finishing.



the market.

The products portfolio consists at this moment of basic classic 93 mm and classic 113/114mm beech wood sticks. These can be provided loose packed, in bundles of 50 pieces, plain or branded. Nevertheless, just with basic products we see a good interest and positive feedback from

The factory has a full production cycle: from beech wood logs brought in full length to the factory to the finished sticks.

In this process, there is sawing of the wood, heat treatment of the wood (which has a role of sterilization as well), sticks cutting, drying, polishing, sorting, bundling, branding and packing.

Quality management, food safety and environmental protection are key factors in the production, so the company has received its grade A certification on BRC/IoP Global Standard for Packaging and Packaging Materials in 2018, having maintained it yearly at same level.



The impulse segment and family packs are consistent segments of the ice cream market with a good part of them being related to on-sticks ice cream. With a big demand in beech wood sticks and a quite polarized supply market for beech wood ice cream sticks, the appearance of a new player is very appropriate. Unisticks products prove to be a nice choice in this segment: good quality and cost-effective solution.



For more information on the sticks, please contact us.

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**, please contact ingredients@tetrapak.com.

