



WE ARE  
FOOD UNION

**Jørgen Sølvkjær**  
Project Manager  
Mejerigaarden A/S, Premier Is.



- Food Union team believes in Dairy sustainability – we do great business, we bring a lot of pleasure to our customers and make them healthy!
- Food Union is a global Ice cream and Dairy player with 11 production facilities in 10 countries around the world.
- The Baltic States are our hidden treasure with a strong dairy heritage and importance today and a strong development potential in the future.
- To develop markets Food Union invests into modern industrial platforms, R&D of unique product concepts and brands.

## SUMMARY





FOOD UNION  
QUICK INSIGHT

Food Union brings together bright personalities, ambitious professionals and knowledge from around the world. We apply innovative technologies in dairy business with passion for excellence and quality.

Food Union is a global dairy player. We gather experience and impressions as we travel around the world. Wherever we go, we share our passion, values and opportunities with our suppliers, partners, consumers and society at large.

We deliver to our customers high quality dairy products and ice cream, made according to the highest European standards and complying with international quality certificates.

**WE ARE FOOD UNION!**



11 PRODUCTION FACILITIES  
10 COUNTRIES  
9 GROUP COMPANIES



- LATVIA
- ESTONIA
- LITHUANIA
- RUSSIA
- BELARUS
- DENMARK
- NORWAY
- ROMANIA
- CHINA
- NETHERLANDS



WE ARE THE UNION!





**BUTTER**

**CREAM  
CHEESE**



**FROZEN  
PRODUCTS**



**CURD  
SNACKS &  
DESSERTS**



**MILK  
POWDER**



**ICE CREAM**

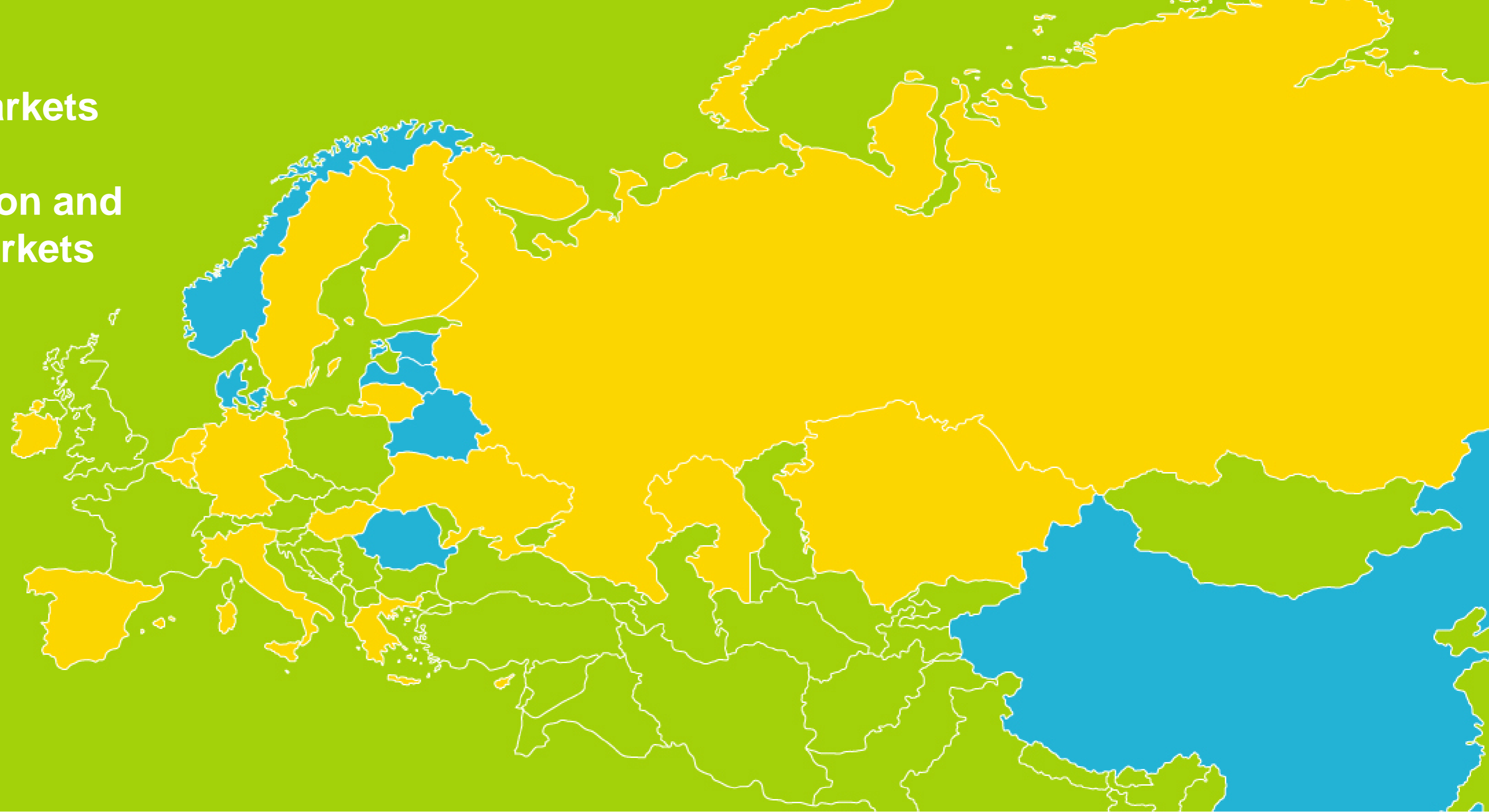


**FRESH DAIRY**

**WHERE WE ARE BEST AT**



- Sales markets
- Production and sales markets



**WE UNITE BALTICS, EUROPE,  
CIS AND CHINA!**



INNOVATION

COMMITMENT

FUN

Food Union's vision is

**“IT’S NOT ABOUT FOOD, IT’S ABOUT PEOPLE”**

Food Union's mission is to

**“DELIVER QUALITY DAIRY AND ICE CREAM, THUS IMPROVING CUSTOMERS’ QUALITY OF LIFE”**

The vision and mission is underpinned by three values:

- **Innovation** and creativity is what inspires us on our way to excellence and differentiates us among our peers.
- **Commitment.** We have a long-term interest in creating value for our consumers, stakeholders, and society at large.
- **Fun.** Food Union is ultimately not about food. It’s about people. We always aim for fun-added value in everything we do.

**WHAT WE VALUE THE MOST**







**WE  
BELIEVE  
IN ...**

- NATURALNESS
- SUSTAINABILITY
- FAIR TRADE
- NEW CATEGORIES & NICHES
- DELIVERING HEALTH & PLEASURE
- STRONG BRANDS
- GLOBAL TRENDS

**WE ARE UNITED IN OUR BELIEFS**





## FOOD UNION HAS HIGH QUALITY AND FOOD SAFETY STANDARDS

Company has following certified management systems:

- ISO 9001 (Quality Management System)
- ISO 14000 (Environment Management System)
- ISO 22000 (Food Safety System)

Company has successfully passed FSSC 22000 (Global Food Safety Initiative recognized standard) audit

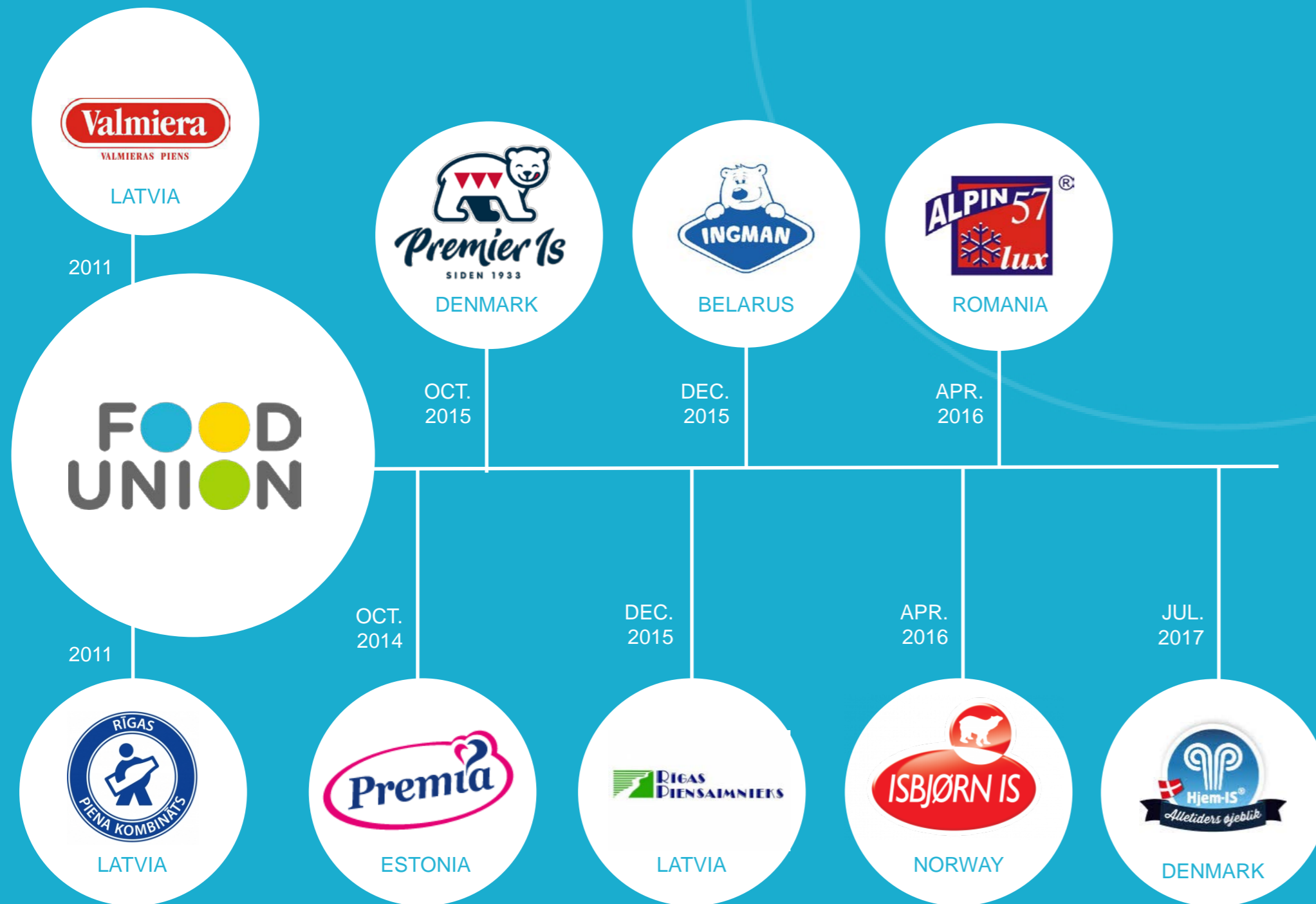
In the beginning of January, 2015 both Latvian factories has successfully passed China HACCP audit, conducted by China Certification and Inspection Group

**WE PUT QUALITY FIRST**



A glass of milk being poured from a pitcher against a background of green foliage.

FOOD UNION  
GROUP  
IN DETAILS

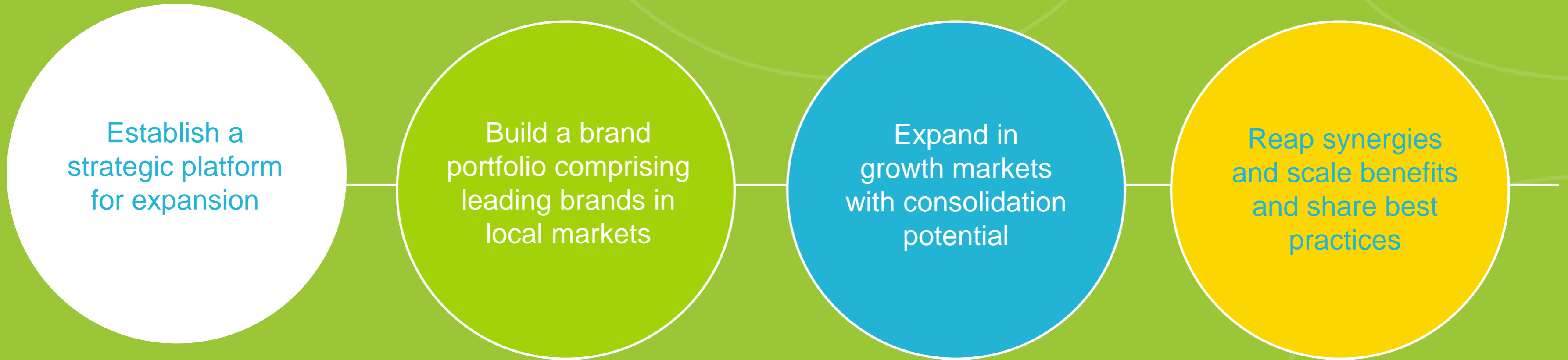


- Food Union was established in 2011 through the merge of the two largest dairy producers in Latvia: Rigas piena kombinats and Valmieras piens
- Food Union is now a leading dairy producer in the Baltics and a leading ice cream company in Denmark, Estonia and Belarus
- Food Union follows a clear and proven strategy to acquire and develop market-leading brands to consolidate the dairy and ice cream market in the Baltics and the Nordics

# FOOD UNION GROUP'S HISTORY



# THE GROUP'S SUCCESS IS BUILT ON A CLEAR AND PROVEN STRATEGY



## FOOD UNION GROUP'S STRATEGY



## FOOD UNION IS A GLOBAL DAIRY PLAYER.

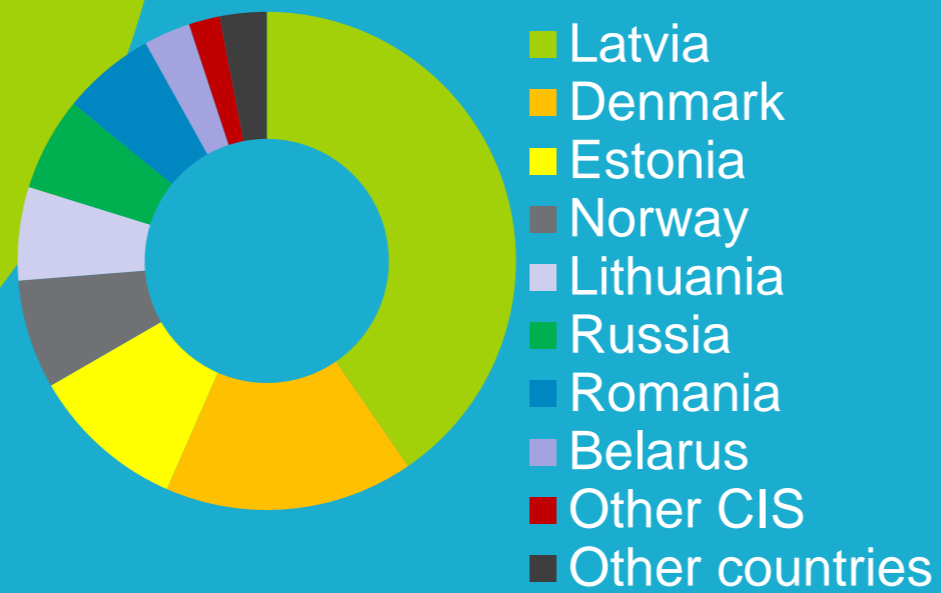
Food Union is an international manufacturer and marketer of fresh dairy and ice cream products with predominant focus on the Baltics, Northern and Central Europe, the CIS and China.



## Sales markets

**40%**

of Food Union produced goods are sold in **Latvia**, **16%** in **Denmark**, **10%** in **Estonia**, **7%** in **Norway**, **6%** in each of **Lithuania**, **Russia** and **Romania**, and in other countries as well



## Employees

**2500+**

Total employees in Food Union Group

**1700+**

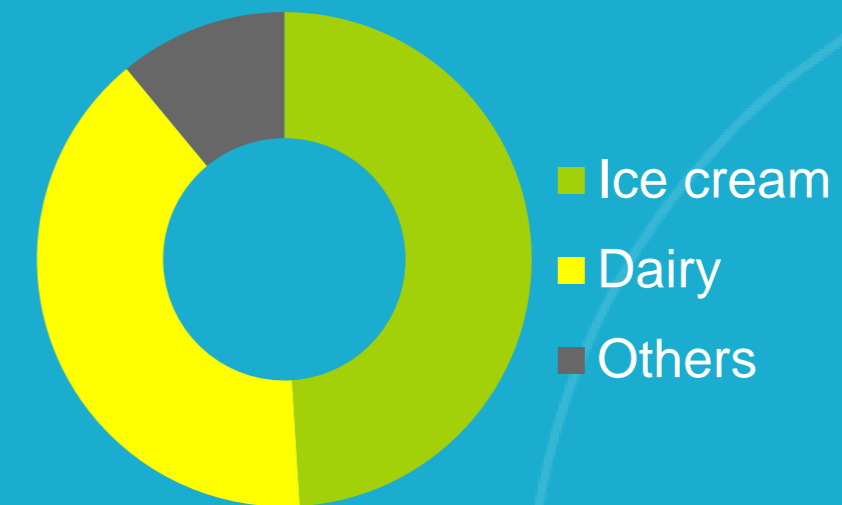
Employees in Food Union Baltics & CIS division



## Products

**50%**

of Food Union products are ice cream, fresh dairy – **40%**, others – **10%**



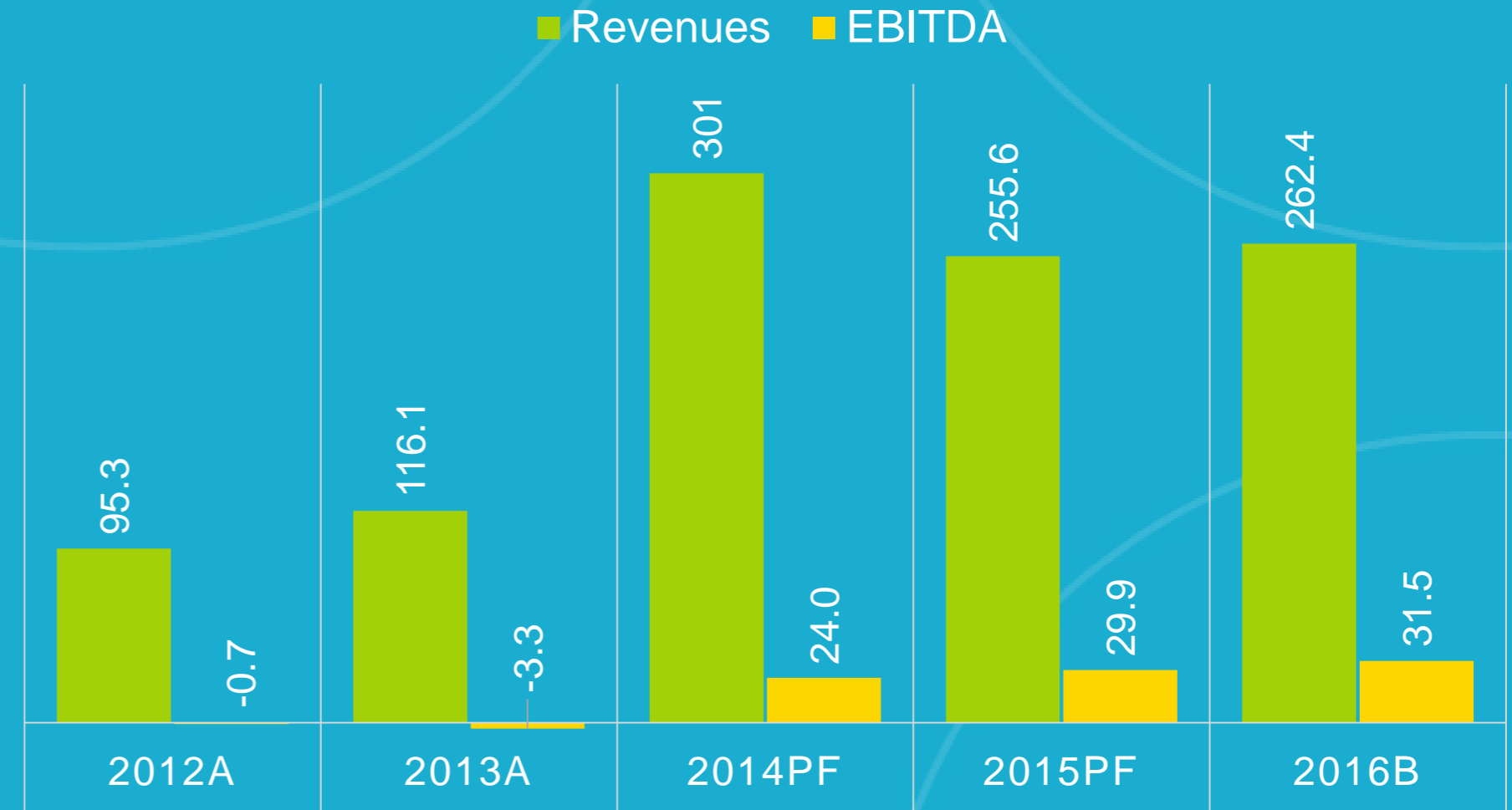
# FOOD UNION IN NUMBERS



In 2016, pro forma **revenues** and **EBITDA** amounted to **EUR 246.7 million** and **EUR 31.5 million**, respectively.

Product offering spans from **budget** to **super premium**, with a number of **well-recognized brands** in each category and country. Products are primarily sold via large national and inter-regional retailers.

**Modern and well-invested production facilities** in the Baltics and beyond with ample capacity for higher output at no additional investment.



# FOOD UNION IN FINANCIAL FIGURES

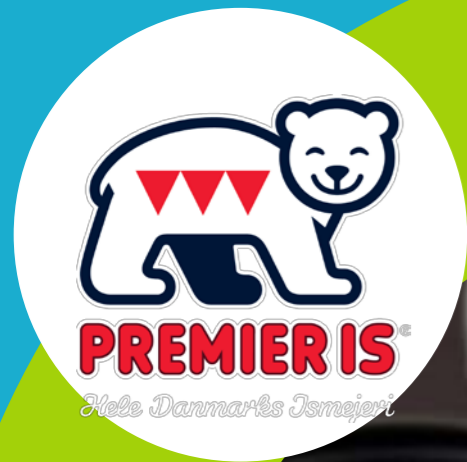


## Premier IS (Mejerigaarden)

Food Union acquired Mejerigaarden, the second-largest ice cream producer in Denmark, in October 2015. In 2017 Mejerigaarden acquired Hjem Is (home delivery & direct sales) increasing market share by 10% thus Food Union becoming the leader in Denmark in ice cream with 33% market share in value

Mejerigaarden boasts an extensive product range across the IH and OOH segments; products range from discount to high premium; most popular brands - Ismesterens and Gammeldags Flødeis

Production facility located in Thisted with modern & flexible production lines with ample capacity for production increases without requiring further investment



DENMARK

FOOD  
UNION





**KĀRUMS** - One of the most-loved brands in Latvia, developed under the supervision of the best dairy masters.

All Karums products are free from preservatives and vegetable fat, because we believe that milk and its natural flavour and biological nutrients are all that an adult or a child needs. The special taste of Karums products is achieved by using high quality milk and by a thorough selection of natural raw ingredients.

**KĀRUMS**

**FOOD  
UNION**



**MEJERIGAARDEN** - Is a super *premium* brand. We produce ice cream to the consumer who demands the ultimate organic creamy ice cream enjoyment. Products and the brand is deeply rooted in Thy, Denmark.

**MEJERIGAARDEN**

**FOOD  
UNION**



**GAMMELDAGS FLØDEIS** - Is positioned as Premier Is' creamy ice cream brand. Classic recipes, traditions and the creamy taste are the essence of the brand.

**GAMMELDAGS FLØDEIS**





**PREMIER IS KLASSISK** - For more than 80 years we have delivered good experiences to the Danes. Our popular classics are part of both children's and adults' childhood memories. We love our classics but also new products are added every season.

**PREMIER IS KLASSISK**

**FOOD  
UNION**



**THANK YOU!**

Visit us at [www.foodunion.com](http://www.foodunion.com)

