

Dairy Career Day

GEA AUTOMATION

May 15th. 2019

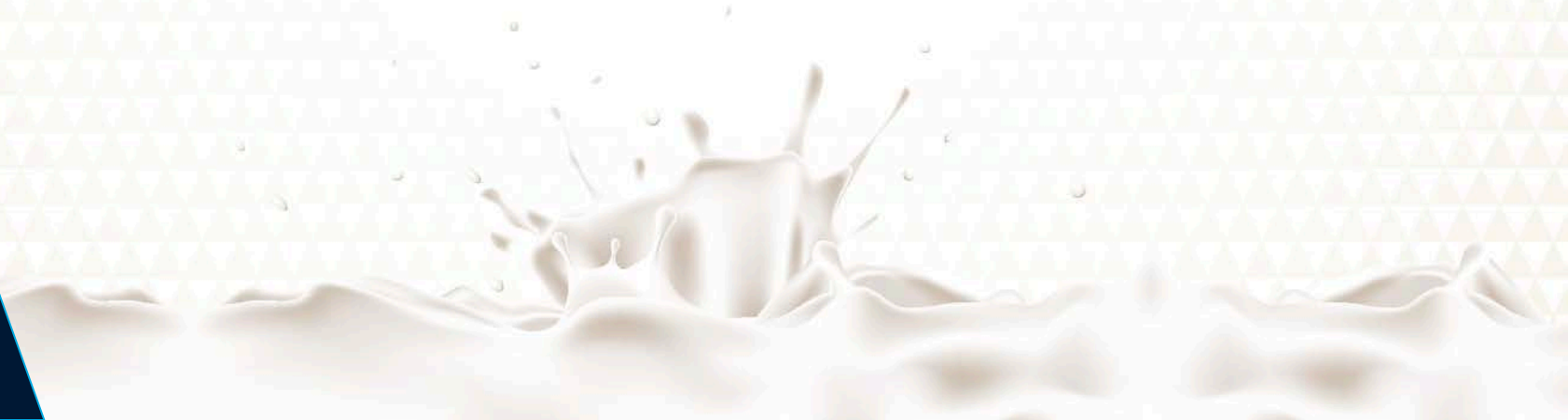
Jørgen Sølvkjær

Premier Is

SIDEN 1933

Hele Danmarks Ismejeri

- **About Premier Is**
- **Market**
- **Ice Cream Seminar**
- **Opportunities**
- **Summery**



Mejerigaarden – part of FoodUnion Group

● Sales markets

11 Production Facilities

10 Countries

● Production and sales markets

9 Group Companies



Based in Thisted



Mejerigaarden – part of FoodUnion Group

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



DK Ice market

Icecream tax:

DKK 6,98 per l.

Sold liter i DK:

2017 : 44,5 mio. ltr.

2016 : 46,5 - -

2015 : 42,6 - -

Consumption pr. capita in DK

Aprox. 8,10 ltr. pr. capita.

Source: Danish tax ministerium

Consumption pr. capita World Wide

1. New Zealand: 28,4 l
2. United States 20,8 l
3. Australia 18,0 l
4. Finland 14,2 l
5. Sweden 12,0 l
6. Canada 10,6 l
7. Denmark 9,8 l
8. Ireland 8,4 l
9. Italy 8,0 l
10. United Kingdom 7,0 l

Source: Worldatlas.com August 1, 2017

Mejerigaarden History

- 1933 – Pasteur is established 1933 by Sigurd Sørensen (Dairyman)
- 1967 – Finn and Jens Jørgen Sørensen establish Mejerigaarden
- 1971 – New factory at Sennelsvej
- 2008 – Fam. Sørensen sells Mejerigaarden to Equity Fond Erhvervsinvest
- 2009 – Erhvervsinvest byes Premier Is from Nestle.
- 2015 - Erhvervsinvest sælger Mejerigaarden til Food Union.



Premier IS History

- 1927 Established by engineer John M. Larsen
- 1934 Start quickfreezing methode
- 1938 John M. Larsen sells Premier Is to Claus Sørensen
- 1969 Premier is sold Beatrice Worldwide
- 1994 Premier IS is sold to Albani Breweries in Odense
- 1996 Premier IS is sold to Nestle
- 1997 Premier IS byes Frederiksborg Ice (Hansen IS)
- 2009 Premier IS sold to Equity Fond Erhvervsinvest
- 2015 Premier IS sold to Food Union, Latvia
- 2017 Premier Is byes Hjem IS, Denmark

Facts

Icecream dairy in Thisted

60 – 90 employees in production

Aprox. 160 employess total/year

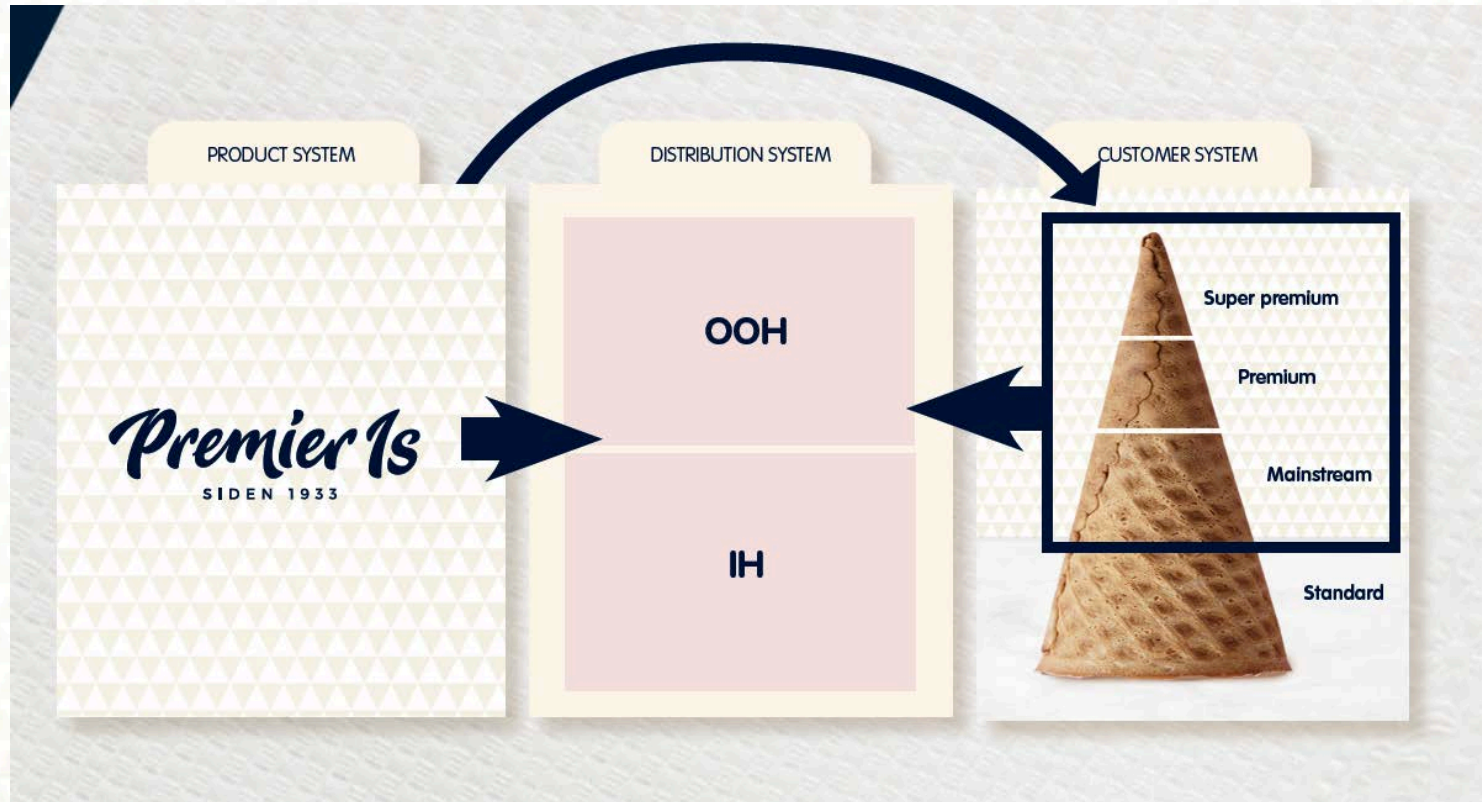
1 mix - installation

8 productionlines

Factory 7.800 m²

Area 53.000 m²





Ice Cream Seminar

3 days in paradise 😊

Live by the North Sea



Visit at the local brewery (Thisted Bryghus)



Intensive ice-cream course



Develop you own icecream😊



What else in our area...

Premier 1s
SIDEN 1933



What else in our area...

Premier 1s
SIDEN 1933



What else in our area...

Premier 1s
SIDEN 1933




Oppurtuneties

Product Development

- New product development
- Existing product development
- Concepts and category development
- Etc.

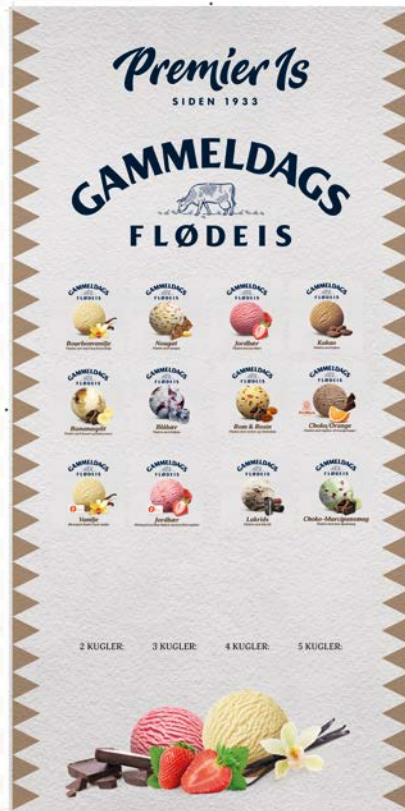
Production Management

- Factory lay-out
 - Equipment and maschinery
 - Etc.
- 

Impulse - OOH



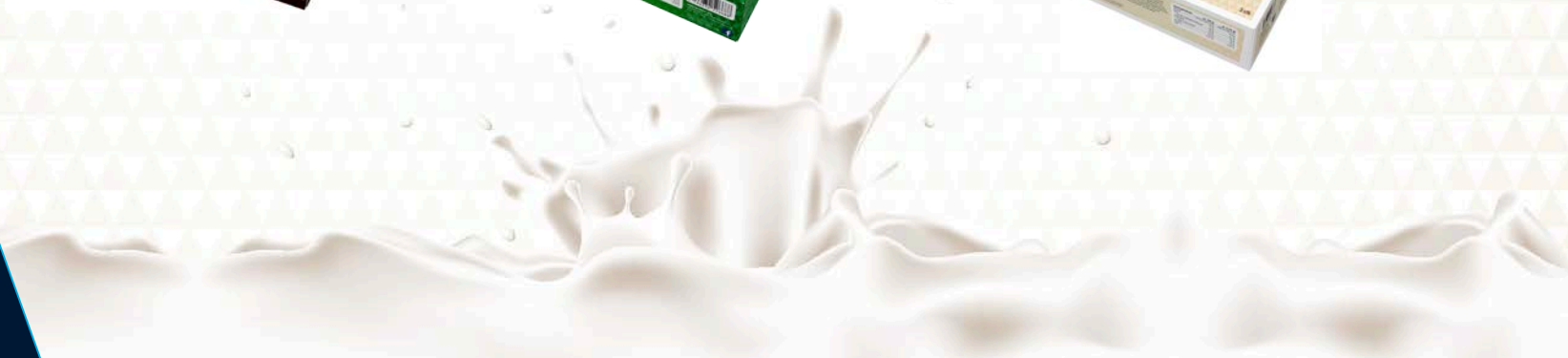
Scoop - OOH



Catagories – Tubs IH



Categories – Multipacks IH



Categories – Desserts IH



Categories – 1 ltr. IH



Looking forward to see you in Thisted...

