



Hochwald taps into changing consumer lifestyle in GCC

Thalfang, 14 February 2020

Hochwald Foods GmbH, the 2nd biggest German dairy cooperative which has always been at the forefront of providing high quality milk products will accelerate its efforts of targeting consumers in search of healthy on the go dairy products in the Middle East region.

While overall well-being and conscious consumption nowadays play a more significant role in the food & beverage industry, dairy products are increasingly gaining importance as milk is generally considered to be a natural and healthy source. With its rich & creamy dairy portfolio made of 100% fresh cow's milk Hochwald aims to strategically address changing consumer needs. Market and consumer dynamics have been changing in the Middle East region with busier lifestyles. This is driven especially by lifestyle changes for women in Saudi Arabia, the biggest market in the region, thereby driving increased out-of-home and on-the-go consumption.

As a mean to reduce obesity in the region local authorities imposed a sugar tax on beverages containing high sugar levels such as carbonated soft drinks, energy drinks and dairy beverages with less than 75% milk. With Hochwald's dairy portfolio already complying with new tax standards they provide widely accessible and convenient dairy beverages for all. "All our dairy beverages and snacks, whether it is a flavoured milk drink, an iced coffee or a drinkable yoghurt, come in convenient packaging, contain at least 75% milk and are produced in Germany and the Netherlands. We believe in the purity of fresh cow's milk, which is why we don't use milk powders or vegetable oils during production for most of our products." – *Alexander Harig, Head of Marketing and Growth Markets, Business Unit Consumer Products International*

Meanwhile, to counteract changing demographics and consumer habits in the region, Hochwald has also been adapting its portfolio to attract younger consumers and those who increased their out-of-home consumption. "As part of our strategy we aim to provide our consumers with anytime-dairy-products available for different occasions. Whether it is on-the-go, in the office, at home with the family or with friends in a café - we constantly evolve our Bonny brand portfolio in order to fulfil our consumers' needs. For example, we see significant potential in addressing our consumers through various channels and formats, which is why we advanced our current concept of evaporated milk in the Middle East by providing a milk specially made for professional tea shops and cafés – Bonny for Chai."

Furthermore, Hochwald's flagship brand Bonny just launched a new packaging design to attract younger shoppers while maintaining the strong local consumer base. Consumers revealed in local market research that the new brand design has just the right balance between keeping traditional, recognizable equities and rejuvenating the brand. Premium appeal, consistency across the portfolio and clear visualization of the USP "made from 100%

fresh cow's milk" with an iconic seal will support easier shopper orientation and consumer satisfaction.

Hochwald will present its portfolio and concepts under its market leading brand Bonny at the Gulfood in Dubai from February 16th – 20th (Hall 1, B1-27).

About Hochwald Foods GmbH:

Hochwald Foods GmbH is located in Thalfang, Rhineland-Palatinate. Its production facilities in Germany and the Netherlands cover the entire dairy product spectrum. Hochwald owns well-known brands such as Bärenmarke, Lünebest, Glücksklee, Elinas and Hochwald, as well as trademarks and international brands such as Bonny. www.hochwald.de

Contact

Kathrin Lorenz

Corporate Communications

Tel.: +49 6504 125 129

Email: k.lorenz@hochwald.de