



Jul 30, 2014 09:26 BST

Müller Gets Ready to Remix Rice!

Introducing the biggest launch from Müller Rice to date - Müller Rice Remix!

Designed to revolutionise the Rice range, Müller Rice Remix transforms the much-loved Müller Rice into a split pot, separating the delicious creamy rice

from a side of real fruit compote to offer a scrumptious new taste sensation!

Müller's latest major launch this summer is set to revitalise the way consumers can choose to enjoy their Müller Rice, letting them dip their spoon into the creamy, delicious dairy rice, then the side of fruit, or vice versa! By separating the rice from the fruit, consumers can enjoy a "fruitier" side of fruit, and creamier-tasting rice, alone or together.

Tasty B, the grizzly rapping bear made famous by the Müller Rice adverts which premiered on TV last year, recommends Rice Remix for consumers with a stomach growling from hunger, and who like to enjoy Müller Rice THEIR way... **Mmm, tasty!**

It seems Tasty B knows his stuff too, as after the range re-launch last year, sales of Müller Rice increased by 10%!^[1] The brand now sells over £46m and almost 100m pots, making it the 2nd biggest dessert brand in the category.

Müller Dairy's Marketing and R&D director Michael Inpong says:

"Feedback told us that while consumers loved Müller Rice, they wanted to take time to treat themselves and indulge in creamy dairy rice and "fruity" fruit compote their way. And at Müller, we're all about giving consumers what they want.

"Our recent launches over the past year in the luxurious yogurt and chilled dessert sectors have encouraged consumers to enjoy what they eat, and we continue to support and promote this message with new Müller Rice Remix. This is another major launch for us, and the product will be supported by a £5m media spend which will include a variety of outdoor activity and a new TV ad.

"Not only that, but Tasty B will also make an appearance at this year's V festival in August, encouraging festival goers to try and enjoy Rice Remix."

New Müller Rice Remix twin packs will be available in Strawberry, Plum and Apricot SKUs from the 4th of August with an RRP of £1.49.

^[1] Nielsen Total Coverage Scantrack (data to 7/12/2013)

Müller UK & Ireland Group

Müller UK & Ireland Group is wholly owned by the Unternehmensgruppe Theo Müller. It has 19 sites nationwide and employs almost 6,000 people across four business units: Müller Dairy, Müller Wiseman Dairies, Müller

Minsterley and TM Telford.

Based in Market Drayton, Müller Dairy is the UK's leading yogurt manufacturer, with major brands such as Müller Corner, Müllerlight and Müller Rice.

Müller Wiseman Dairies processes and delivers around 30% of the fresh milk consumed in Britain every day and is famous for its black & white cow-print branding. In December 2013, the business formally opened a major new state of the art butter-making plant in Shropshire, with the capacity to produce up to 45,000 tonnes of salted, unsalted and lactic butter each year.

Müller Minsterley is our facility near Shrewsbury at which chilled desserts including Cadbury Bubbles of Joy, Pots of Joy, Chocolate Trifle and Twin-pot products are produced under a license from Cadbury.

TM Telford is a state of the art yogurt production facility in Telford, Shropshire which is focused on the development of the company's presence in the UK private label yogurt market.

To make its range of dairy products, the company buys milk from more than 1,200 British dairy farmers, all of whom are Red Tractor Farm Assured.

Müller Wiseman Milk Group Dairy members elect a representative farmer board which works with the company to discuss milk supply issues, including the Group's commitment to maintain a competitive milk price and contractual position.

Contacts



Graeme Jack

Press Contact

Communications Director: Müller UK & Ireland

graeme.jack@muller.co.uk



Jack Gorman

Press Contact

Communications Manager: Trade & Brands

jack.gorman@muller.co.uk