



Jan 26, 2018 10:54 GMT

Müllerlight Kremas wins Product of the Year 2018

Müllerlight Kremas, the dairy company's first ever whipped Greek style yogurt that is fat free, has been crowned Product of the Year 2018 in the yogurt category*.

With 10,637 consumers surveyed in UK & ROI, Product of the Year is the world's largest consumer-voted award for product innovation.

Müller is investing £100m over the next three years to develop, manufacture and market a new generation of branded and private label yogurt and desserts products, made from milk produced by British farms. As part of the investment, the company plan to further grow and innovate brands which include Müllerlight.

Müllerlight Kremas was launched in March 2017, following the success of Müller Simply Bliss, which won Product of the Year in the 2017 yogurt category**.

Research from Müller found that the whipped Greek style segment was growing and that consumers were asking for a lower calorie and fat free version of the Müller Simply Bliss range, which contained the same unique whipped texture, deliciously creamy taste and range of exciting flavours.

Müllerlight Kremas is currently available in three flavours: Strawberry, Raspberry & Pomegranate and Mango & Passionfruit.

Michael Inpong, Chief Marketing Officer at Müller said:

“Müllerlight is a strategic pillar of our business and we have, and will continue, to invest heavily to ensure we continue to grow the category. As Official Yogurt of British Athletics***, we're continuing to empower consumers to make healthy, active and balanced lifestyle choices. We're also looking at existing shopper habits and introducing exciting new flavours and formats that bring further inspiration to the dairy aisle.

“We're really proud to have won Product of the Year in the yogurt category two years in a row. Müller exists to bring everyday moments of pleasure and it is really pleasing to see Müllerlight Kremas doing exactly that.”

*Survey of 10,637 people in UK & ROI by Kantar TNS.

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***Official Yogurt as Proud Sponsor of British Athletics

Müller UK & Ireland

Müller UK & Ireland is wholly owned by the Unternehmensgruppe Theo Müller. It employs around 12,000 people in a business which comprises two distinct business units: Müller Milk & Ingredients and Müller Yogurt & Desserts.

Based in Market Drayton, **Müller Yogurt & Desserts** is the UK's leading yogurt manufacturer, responsible for major brands such as Müller Corner, Müllerlight and Müller Rice. It also produces, at production facilities in Minsterley near Shrewsbury, chilled desserts under licence from Mondelez International. Müller Yogurt & Desserts also supplies the UK private label yogurt market from a state of the art yogurt facility in Telford, Shropshire.

Müller Milk & Ingredients aims to be the biggest and best fresh milk and ingredients business with a network of dairies and depots servicing customers throughout the country, producing skimmed, semi-skimmed, whole, flavoured milk and brands including FRijj. It also has the capacity to produce salted, unsalted and lactic butter each year for both the domestic and international markets, and operates the milk&more doorstep delivery service.

The acquisition of Dairy Crest's dairy operations in December 2015 marked a milestone in Unternehmensgruppe Theo Müller's global growth strategy and in particular its aspiration to place much more emphasis on end to end supply chain innovation, adding value to the UK dairy category.

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