Information to the media

May 9, 2018

**Invitation to “the Latvian ice cream festival” during Jūrmala resort festival**

* **100 various ice creams from across latvia**
* **Concerts of carnival youth and other artists**
* **activities and contests for everyone – children, friends, families**

**To mark the beginning of the summer season with flavor, Latvia’s leading dairy company Food Union in partnership with the city of Jūrmala invites everyone to “The Latvian Ice Cream Festival”, which will take place on May 26 as part of the Jūrmala Resort Festival. The event will provide an opportunity to taste around 100 various ice creams from all over Latvia to the tune of great music. The Ice Cream Festival will take place on Dzintari beach in front of Turaida Street. Admission to the event is free.**

Throughout the day, both small and big gourmets will be able to taste a wide variety of ice creams, desserts and shakes of their choice for especially attractive prices from such popular ice cream brands as Pols, Ekselence, Tio, Kārums and Rasēns. The festival’s guests will be able to enjoy the icy treats made by various Latvian home producers. All participants of the event are invited to take part in a vote on the flavor of the new Jūrmala ice cream.

“Summer, Jūrmala and ice cream – these are the three components of the Ice Cream Festival that have made this event a highly anticipated tradition that kickstarts the warmest and most delicious season of the year. The festival is expanding this year – the territory that has nearly doubled in size will offer even wider entertainment opportunities to both big and small guests of the festival. And of course, there will be a unique opportunity to get a taste of our newest ice creams we have created especially for this year – an Ekselence ice cream in the colors of the Latvian flag, a hazelnut ice cream with a nougat topping, a Pols ice cream on a stick with lemon icing, a tensile Rasēns ice cream with bubblegum flavor and a tropical ice cream, a Tio on a stick with the flavor of caramel and hazelnuts, as well as a Kārums curd ice cream with chocolate topping and hazelnut flavor,” says **Sandra Usačeva, Manager of Food Union Ice Cream Brands.**

**Concerts of Carnival Youth and other popular artists**

Alongside exciting activities and contests for the whole family, the program of this year’s “Latvian Ice Cream Festival” also features great musical performances by popular Latvian artists. The lineup includes popular Latvian indie-rock band Carnival Youth, singers Elza Rozentāle and Evilena Protektor, as well as the attractive MC Orchestra.

**Ball pit, pop-up café and computer games – entertainment to suit everyone’s taste**

The exquisite gourmet ice cream Ekselence will surprise the festival’s guests with a pop-up café right on the beach, offering to slowly enjoy Ekselence ice cream desserts made by the café’s chefs and to have a cup of coffee at a nice table. Nearby, those who like beautiful pictures will be able to participate in a chic photo session during which a professional photographer will be taking unforgettable pics.

Pols ice cream will invite adult guests to recall their childhood and teenage years – first by mounting a giant hobbyhorse and then playing some of the legendary games of the 1980s and 1990s, like Super Mario, Teenage Mutant Ninja Turtles and Street Fighter, among others.

New ice cream brand Rasēns will surprise with a special attraction – slacklining – where everyone, aided by a professional instructor, will be able to test their balancing skills by walking along a suspended length of a rope. The program also includes demonstrations of balancing with elements of acrobatics.

New ice cream brand Tio, meanwhile, will invite for a dive into a ball pit, a great place for everyone to play and take photos, because there is no age limit to having fun! In addition to that, Tio will offer ice cream shakes and invite kids to participate in creative workshops and get colorful face paintings. Curd ice cream Kārums will invite to Lidotava (Flying Place) where children will be able to test their precision and Makšķerēšana (Fishing) where the little guests of the festival will be using a special fishing-rod to rescue stray crow chicks by bringing them back to their nest.

“The Latvian Ice Cream Festival” will involve taking photos and filming. The photographs and video footage can be used for publishing for the event’s communication purposes.

**About *Food Union***

*Food Union*is the largest dairy company in Latvia and the leading ice cream producer in the Baltic countries. *Food Union Group* is made up of three largest dairy companies and ice cream makers in Latvia – Rīgas piena kombināts, Valmieras piens, and Rīgas piensaimnieks, Estonia’s largest ice cream maker Premia, the leading Danish ice cream producer Premier Is and Danish ice cream distribution company Hjem Is, Norway’s ice cream company Isbjørn Is, Romanian ice cream maker Alpin57Lux, and ice cream company Ingman Ice Cream in Belarus.

*Food Union Group’s* total turnover in 2016 amounted to EUR 247 million and EBITDA to EUR 31.5 million. The Group employs over 2,500 people in total, of which more than 1,200 work at the Group’s companies in the Baltic countries.

**For more informationn:**

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