Information for the media

May 28, 2019

**photo: THE four sweetest moments of the ice cream festival**

**This summer’s most delicious and emotionally upbeat event – the Ice Cream Festival – took place on Saturday, May 25, as part of the Jūrmala Resort Festival. Tens of thousands of ice cream fans gathered on the beautiful Dzintari beach to enjoy concerts, participate in different kind of activities and of course enjoy over 100 various kinds of ice cream from all over Latvia. Which where the sweetest moments of the festival? Read the text below and check out the picture gallery.**

**3 tons of ice cream eaten in 7 hours**

Is it possible to eat more than 3 tons of ice cream in one day? Yes, of course it is! It became possible thanks to a wide assortment of ice creams catering to everyone’s taste. Gourmets, big and small, enjoyed the new and already popular ice creams of Ekselence, Pols, Tio, Rasēns and other brands, as well as homemade ice creams from eight producers. A “Mobilly” action was met with special enthusiasm – those visitors of the festival who had used the app to pay the toll for driving into Jūrmala received an ice cream for free!

**Bermudu Divstūris got the party started**

The Ice Cream Festival offered a variety of entertainment and activities throughout the day, as well as the opportunity to enjoy ice cream to great music performed by popular Latvian artists. The artists performing at the festival included Svētdienas Aprīlis, Chris Noah, Ivo Grīsniņš-Grīslis, and Rahu the Fool. The famous local act Bermudu Divstūris delivered the most powerful show, drawing a record-large audience and their most devout fans.

**Jūrmala inspires – the flavor of Jūrmala 2020 ice cream**

A special Jūrmala Amber Ice Cream, which this summer will be sold exclusively in Jūrmala, was presented during the festival. Also, continuing the tradition which was started last year, a vote was held on the flavor of next year’s Jūrmala ice cream. Several hundred residents and guests of Jūrmala tasted four various ice cream flavors and as a result, voted the ice cream named Jūrmala Inspires – a vanilla ice cream with chocolate topping and dark cookie crumbles - winner of the competition.

**Rasēns TV Meetup with online celebrities**

The Ice Cream Festival became a place where local YouTube and Instagram celebrities met up with their fans. The meetup took place in a pop-up studio of RasēnsTV online channel with the participation of such youth idols as Jorets, Laurlācis, Rojs from pipars.lv, Anete Ozoliņa or ParādiModi, Elizabete Gorina and Emīlija Sama or Sudrabkaija.

And there were plenty of other entertainment and surprises as well. Ekselence pop-up café offered the opportunity to spend time in a more relaxes atmosphere, posing for photographs at specially created photo-objects. Kids were delighted to watch demonstrations of large soap bubbles, eagerly played at the sand workshop and interacted with Dr. Clowns.

**The Ice Cream Festival was organized by Latvia’s leading dairy company in partnership with Jūrmala city. For more information about the event please visit** [**https://www.facebook.com/events/2018902284902855/**](https://www.facebook.com/events/2018902284902855/)

**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. In 2018 *Food Union* opened two dairy and children’s product plants in China.

**For more information:**

Ērika Kirsone-Kriviņa

*Food Union* Public Relations Consultant

erika.kirsone-krivina@mmacomms.lv

T: +371 26390540