Information for the media

November 21, 2019

**“Food Union” strengthens its position in drinkable yoghurt segment, starts production of new “Lakto”**

**As demand for fermented dairy products “Lakto” has risen this year, Latvia’s leading dairy group “Food Union” has become a market leader in the category of drinkable yoghurts by value of sold products. At the same time, the company continues investments in development of “Lakto” assortment and is launching several new products.**

**Customers’ Choice No.1**

In line with the data by market analyst “Nielsen”, in January-October this year, the share of “Food Union” drinkable yoghurts has increased to 34%, which is the biggest indicator in the whole sector. The company’s “Lakto” brand has seen a special rise in consumption – in a year demand for its products has risen by +3.6%, reaching 27.5% share or the largest market share in the drinkable yoghurt segment. Such a steep rise of customers’ appetite for fermented dairy products can be explained with the company’s strategic decision to reduce the amount of sugar in all “Lakto” products and to develop a new kind of products in spring – “Lakto Graudi” (“Lakto Grain”), adding fibres to the products. The most popular “Lakto Graudi” product variety is with prune, 5 grains and linseed.

**Citrus taste, small portions, valuable ingredients**

The late autumn season is one of the moments in a year when consumers more often choose to put fermented dairy products and citrus fruit full of vitamins in their shopping baskets. Therefore, “Food Union” specialists have created two new fermented dairy drinks “Lakto” with citrus fruit – “Lakto” with lime and green apple and “Lakto” with lemon and figs. Both new products are drinkable yoghurts that are available in single-serving or 100-gram bottles, and the company has invested EUR 20,000 in their development.

The new “Lakto” products contain vitamins A, D, B6, B12 and calcium. Like all other “Lakto” products, these are also made by adding the acidophilus and bifidobacteria, boosting immunity and digestion, and only natural fruit and berries to the highest-quality milk from Latvian farmers.

*“”Lakto” is a very special brand. It has become the most popular drinkable yoghurt in the everyday of Latvian residents, which is natural because people more often choose locally-produced, functional products that help to feel better and are convenient in use. Keeping the small “Lakto” bottles at hand – in a fridge at home, office or in a bag, you can always be sure that when you are hungry, you will have something really tasty and valuable, and be ready to go!”* said **“Food Union” dairy product brand manager Ilona Jaroša**.

The new fermented dairy products “Lakto” in single bottles or in a convenient package of four are already available in Latvia’s largest retail networks (Maxima, Mego, Elvi, Top, Beta, as well as Stockmann department store) and other smaller local stores.

At present consumers are offered 21 varieties of fermented dairy product “Lakto”, including six kinds of drinkable “Lakto” in single-serving or 100-gram packaging, three kinds of “Lakto” in 220-gram cups, six kinds or drinkable “Lakto” in convenient and environmentally-friendly 450-gram bottles, and six kinds of fibre-rich “Lakto Graudi” with grain.

Follow “Lakto” news on the internet website of the brand [www.lakto.lv](http://www.lakto.lv) and on social networks

Facebook ( [@laktolatvija](https://www.facebook.com/laktolatvija/)) un Instagram ( [@lakto\_latvija](https://www.instagram.com/lakto_latvija/)).

**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”.

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