**Food Union acknowledged for successful launch of ice cream novelties**

**European ice-cream and dairy producer and distributor Food Union has been acknowledged for successful ice cream and dairy innovations by receiving three awards as the most successful new products in ice cream and dairy categories in Latvia and Estonia in 2019, carried out by the international market and consumer research company Nielsen.**

In the ice cream category in Estonia, the top new product title was received by **Eriti Rammus with cherries**. The most beloved Estonian ice cream brand Eriti Rammus introduced ice cream fans with a rich taste of vanilla ice cream mixed with wormwood jam and dried-crushed cherry pieces in crispy waffle cone. Production of the ice cream started in the spring of 2019.

In the ice cream category in Latvia, the title of the top new product last year went to a novelty from the legendary brand **Pols**, which for many people embodies the taste of childhood – gentle bubble gum-flavored ice cream with marshmallow bits, filled in golden homemade waffle cones. Production of the ice cream started in the spring of 2019.

In the dairy category in Latvia, **Kārums** curd snack in Belgian chocolate coating with chocolate pieces was singled out as the top new product last year. Production of the snacks began in January 2019, using brand new equipment set up at the Food Union Center of Excellence for Fresh Dairy Products.

**About Nielsen Top New Product of the Year competition**

Each year, Nielsen analyses and assesses food and household products in 20 key categories across the Baltic States markets. During the first stage, three most demanded new products in each category are selected. In the second stage, buyers identify products on trend to determine whether a given product has been noticed, purchased, liked, and purchased again. The winning products of the year are determined by an index based on objective turnover data, as well as individual customer ratings. The Nielsen Top New Product of the Year competition has been held annually since 2008.