

Media information

June 1, 2021

**The flagship of Estonian ice cream, Premia, switches completely to renewable energy**

Estonian flagship ice cream producer Premia TKH, part of Food Union Group, which celebrates its 65th anniversary this year, will completely switch to renewable energy starting from June 1. This is a big leap towards more environmentally friendly production, as the annual CO2 emissions of the ice cream factory and freezer warehouse will be reduced by more than 95% or more than 2,800 tons.

“We at Food Union Group aim at growing our business while controlling and reducing our environmental impact.We believe it can be done through continuous innovation adaptation and improvement, but also through sustainable partnerships that serve the benefit of the whole dairy eco-system. I am beyond happy and appreciative of our Estonian colleague major achievement in ESG area, creating ice cream that has never been more natural – made of sun and wind – than today,” **says Normunds Staņēvičs, CEO of Food Union Group in Europe.**

Premia's journey towards greener production had many stages, the largest of which – the transition to 100% renewable electricity and automated LED luminaires and the introduction of Fusebox virtual power plant solution that reduces electricity consumption – have been successfully achieved today.

“Premia is the largest ice cream producer in Estonia and its honorable title also carries a great deal of responsibility. We produce a total of about 5,000 tons of ice cream for the domestic market and export annually on our 9 powerful production lines, which requires a lot of electricity. We are aware that with such a resource intensity, we must do everything we can to ensure that the impact of our production on the environment is as small as possible. Calculations show that the 2,800 tons of CO2 saved are emissions that should be offset by planting nearly 47,000 trees orthe need for 4,000 people to give up one flight a year,” **said** **Aivar Aus, Chairman of the Management Board of Premia.**

Premia started to vigorously reduce the use of electricity already in 2013, when both the factory and the freezer warehouse switched to automated LED luminaires. Thanks to this innovation alone, 42% less electricity is used today than eight years ago.

In addition, at the end of 2019, Premia also introduced the Fusebox service solution, which switches off refrigeration compressors 2-3 times a day for up to half an hour. In this way, the system ensures the maintenance of a temperature suitable for the production and storage of high-quality ice cream and also offers flexibility to the electricity system, helping to balance the production and consumption of electricity in the electricity system. Flexibility is an alternative to fossil fuel balancing power plants.

Premia Tallinna Külmhoone started its operations in 1956 and as of 2020 is the overwhelming leader of the Estonian ice cream market with a market share of 39%. The company's brands Premia, Eriti Rammus and Väike Tom form the top three of the favorite ice creams of Estonian ice cream lovers. The company belongs to the international group Food Union, which brings together leading ice cream and dairy producers in the Baltics, Denmark, Norway, Romania, Russia and Belarus.

**ABOUT FOOD UNION**

[Food Union](https://www.globenewswire.com/Tracker?data=v23V3jjCuCObmpDO6HczgDTJsoJNu4fabWjnyaPlD77TjFc-sGsNKtD_8ZkQ0AnRUF8mR0fdT3aTL32XHcP5UQ==) is a leading, innovative consumer goods company that develops local brands and delivers delightful products designed to enhance the happiness and wellbeing of consumers in Europe, Belarus, Russia, China and Pacific Asia. Food Union is currently the leading ice cream producer in the Baltics and Denmark, and the group holds a strong market position in Norway, Romania, Russia and Belarus.

Food Union is a dynamic player in the European dairy sector. They paved the way by developing and focusing on acquiring leading brands across Europe. The Group is made up of the two of the largest dairy and ice-cream companies in Latvia – *Rīgas piena kombināts* and *Valmieras pien*s, and includes an array of ice-cream producers and specialist companies, including: Estonia’s and Lithuania’s largest ice cream makers *Premia TKH* and *Premia KPC,* the leading Danish ice cream producer *Premier Is* and Danish door-step-delivery ice cream company *Hjem I*s, Norway’s ice cream company *Isbjørn Is* and door-step-delivery ice cream company *Den Norske Isbilen*, Romanian ice cream maker *Alpin57Lu*x, and ice cream company *Ingman Ice Cream* in Belarus and ice cream company *Khladokombinat No.1* in Russia.

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