Müller Rice Remix Gets A Greek Twist!

Thursday 19 March, 2015

Word to your Müller! TV's favourite rapping bear Tasty B is back with a brand new invention - NEW Müller Rice Remix: Greek Inspired!

Consumers are encouraged to tuck in to Tasty B's new spin on the traditional Greek cinnamon-spiced rice pudding dish **rizogalo**, which takes its name from two of the ingredients used in its preparation - rizi (rice) and gala (milk).

Remixing the traditional **rizogalo** recipe, Müller Rice Remix: Greek Inspired introduces a delicious sprinkling of cinnamon to our creamy dairy rice for the first time, teaming it with an irresistible side of delectable apple or succulent strawberry compote in a handy twin-pot.

Müller Rice had a great start to the year with a 9% share of the desserts market, the highest 4 weekly share since March 2014.[1] Michael Inpong, Chief Marketing Officer for Unternehmensgruppe Theo Müller, says: "Tasty B has helped make Rice Remix a hit with consumers, and now he's going Greek.

"This tasty twist on a classic Greek dessert is sure to be a hit with consumers – the delicious hint of cinnamon really takes the flavour combinations to new heights, and offers something new and exciting for Tasty B's fans."

The launch will be supported by a bespoke TV ad and digital campaign, all featuring famous rapping bear Tasty B!

Available in Apple or Strawberry, the variants are sold in singles, 4 packs and 6 packs, with RRPs of 69p, £2.69 and £3.89 respectively. All are available on shelf now.

[1] Nielsen Data to 31st Jan

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Müller UK & Ireland Group

Müller UK & Ireland Group is wholly owned by the Unternehmensgruppe Theo Müller. It has 19 sites nationwide and employs almost 6,000 people across four business units: Müller Dairy, Müller Wiseman Dairies, Müller Minsterley and TM Telford.

Based in Market Drayton, Müller Dairy is the UK's leading yogurt manufacturer, with major brands such as Müller Corner, Müllerlight and Müller Rice.

Müller Wiseman Dairies processes and delivers around 30% of the fresh milk consumed in Britain every day and is famous for its black & white cow-print branding. In December 2013, the business formally opened a major new state of the art butter-making plant in Shropshire, with the capacity to produce up to 45,000 tonnes of salted, unsalted and lactic butter each year.

Müller Minsterley is our facility near Shrewsbury at which chilled desserts including Cadbury Bubbles of Joy, Pots of Joy, Layers of Joy and Twin-pot products are produced under a license from Cadbury.

TM Telford is a state of the art yogurt production facility in Telford, Shropshire which is focused on the development of the company's presence in the UK private label yogurt market.

To make its range of dairy products, the company buys milk from more than 1,200 British dairy farmers, all of whom are Red Tractor Farm Assured.

Müller Wiseman Milk Group Dairy members elect a representative farmer board which works with the company to discuss milk supply issues, including the Group's commitment to maintain a competitive milk price and contractual position.

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