

## **Ice cream mix production of Elsdorfer Molkerei goes to WS Warmseener Spezialitäten GmbH**

**By the end of the year, WS Warmseener Spezialitäten GmbH will take over the production facilities and the complete product range for PARADICE ice cream mixes from Elsdorfer Molkerei und Feinkost GmbH.**

As a strategic expansion of its product range, the dairy specialist WS Warmseener Spezialitäten GmbH, a company of the Uelzena Group, is investing in the production of liquid mixes for soft ice cream and milkshakes. For this purpose, the company is taking over the complete production facilities and the registered trademark "PARADICE" from the Elsdorfer Molkerei und Feinkost GmbH. After the relocation of the entire production technology from Elsdorf to Warmsen by the end of this year, the production and marketing of the entire product range is scheduled to start in Warmsen in spring 2022.

"We are very pleased that the management of the Elsdorfer Molkerei has given us their trust and that we are allowed to take over the complete ice cream mix business," comments Johannes Rother, Managing Director Marketing and Sales of WS Warmseener Spezialitäten GmbH on the agreed transfer. "The new products are an optimal addition to our range of milk-based ingredients for the confectionery, ice cream and food industries and we can especially continue to expand our competence as a supplier for ice cream."

The new product range includes bag-in-box packed liquid mixes for soft ice cream, classic ice cream, frozen yoghurt, milkshakes and water ice and is primarily addressed to the customer groups of wholesalers and specialist retailers, system gastronomy and ice cream parlours. In addition to the PARADICE brand, customers can also get their own branding for the products.

### About WS Warmseener Spezialitäten GmbH

For more than 100 years, fresh milk from the region has been processed into finished and semi-finished milk products at the Warmsen site. WS Warmseener Spezialitäten GmbH has been part of the Uelzena Group since 2006 and is integrated into the Uelzena Ingredients business unit. With more than 70 employees, the milk specialist produces sweetened condensed milk, cream and customised milk products for the confectionery, chocolate, ice cream and food processing industries at its site in Warmsen (district of Nienburg/Weser). Sales are worldwide with a focus on Europe.

More information: [www.warmseener.com](http://www.warmseener.com) / [www.ingredients.uelzena.com](http://www.ingredients.uelzena.com)

### Press contact:

Anja Brand (Uelzena eG)  
Brand Managerin Uelzena Ingredients  
Tel. 0581/806 6162  
[anja.brand@uelzena.de](mailto:anja.brand@uelzena.de)