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Warm summer means high ice-cream sales

High temperatures increase July sales by 24 per cent over last year

The warm weather has made for a great July for the ice-cream industry with a 24 per cent average increase in sales in Denmark. One company, Diplom-Is, sold 62 per cent more ice cream in July than last year. And the Danes were not the only ones with a taste for ice cream. Ice-cream sales rose by 10 per cent in Norway and doubled in Sweden. Diplom-Is is in the process of expanding its retail network in Sweden, so the weather cannot take all the credit for increased sales there.

Diplom-Is has a market share of over 50 per cent in Norway, 10 per cent in Denmark and 4 per cent in Sweden. In addition to its own products, the company distributes the well-known Mars Ice Cream.

When the sun shines on ice-cream production...

Denmark had 100 hours more sunshine than usual this July. Last July, there were about 25 hours less than the norm of 244.

Ice cream manufacturers are not the only ones smiling. Danisco, whose ingredients are used in half the ice cream produced around the world, is pleased about the warm weather: When the sun shines on ice-cream production, Danisco's sales statistics bask in the warmth as well.

Product Manager Thor Andreasen of Danisco estimates that sales are 10 per cent higher in Scandinavia than last year. He adds, though, that sales figures do not directly reflect the effects of the good weather as ice cream-manufacturers often have stocks of food ingredients. Increased sales will therefore be spread over a longer period. Danisco is the world's leading supplier of functional systems – which, among other things, affect the rate at which ice-cream melts and give it texture and creaminess.

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Danisco develops and produces food ingredients, sweeteners and sugar. The Group employs 15,000 people in 40 countries and in 2000/01 Danisco reported net sales of DKK 23.5 billion. In August 2001, Danisco acquired Australian Germantown. Germantown produces texturants, which are functional systems used in ice cream and other foods. The acquisition makes Danisco the leading producer of texturants in Europe, Australia, New Zealand, the US and South and Central America.

Danisco's broad product portfolio includes emulsifiers, stabilisers, flavours, and sweeteners such as xylitol and fructose. Many of these ingredients are produced from natural raw materials and contribute, for instance, to improving the texture of products such as bread, ice cream and yoghurt. Danisco is also one of the largest and most efficient sugar producers in Europe.

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