

## **Mia&Ben: Retail Start with Uplegger for dairy free yoghurt alternatives for kids** **Super food: Mia & Ben creates super snacks for kids**



Langenhagen, May 18, 2021. After the great success of Mia & Ben in Great Britain and Ireland, natural and sustainable yoghurt alternatives are now coming to Germany via Uplegger Food Company. Mia & Ben bring a breath of fresh air into a product category that perhaps has become a little old-fashioned and asks: "Can't you just do it **super**?" **Super** means more sustainable. **Super** means healthier. **Super** means at the cutting edge of science.

"We are particularly looking forward to working with Sarah Lombardi, who will give the marketing of the new Mia & Ben products a special attraction and dynamism," says Ulrich Strünck, manager at Uplegger. The products, which are entirely targeted towards the taste of children, are based on creamy and plantbased coconut milk, contain no added sugar and instead use the natural sweetness of fruits. The delicious yoghurt alternatives were developed exclusively at the Mia & Ben Institute and contain living microorganisms that support the microbiota in the intestine. They are also enriched with vitamin D and calcium and are, of course, lactose- and gluten-free.

The varieties *Mia & Ben Apple & Pear* and *Mia & Ben Strawberry & Banana* will be available nationwide as 2 x 85 g. packs as of mid-June 2021 with an RSP of €1,69 (6 packs in a box).

For more information, see [www.Uplegger.de/en](http://www.Uplegger.de/en).

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The [Uplegger Food Company](http://www.Uplegger.de/en) · Innovation. Since 1884. · was founded 130 years ago as a cheese wholesaler. This makes it one of the oldest family businesses in the German food retail. Over the years the retail landscape changed - sometimes continuously, sometimes disruptive. Today, Uplegger Food Company stands for the import, distribution, and international marketing of chilled and frozen products. Focussing on the categories of dairy, cheese, desserts, convenience and drinks, [Uplegger Food Company](http://www.Uplegger.de/en) represents more than 20 well-known product partners from all over Europe and beyond. With a dedicated key account management team in Germany, Austria, Switzerland and Netherlands, [Uplegger Food Company](http://www.Uplegger.de/en) strives towards success in current and future fields of business.

For more information, see [www.uplegger.de/en](http://www.uplegger.de/en).