

***Pink Albatross: Tastes just like real ice cream straight from the ice cream shop***  
**The future of ice cream comes from Spain**

Langenhagen, March 15, 2022. Summer is about to start, so Spanish ice cream for the future is here just in time: sustainable, clean label, vegan and no compromise on taste. Pink Albatross tastes just like from the ice cream shop and satisfies the needs of every consumer. Superbly creamy and an excellent taste. And what's more, a vegan product with clean label.

"Pink Albatross ice cream tastes good and is made from ingredients which everyone likes and appreciates – no flavour enhancers, artificial aroma or preservatives" says Konstantin Uplegger, CEO of UFC. Simultaneously Pink Albatross has its eye firmly on the environment – in 2021 the company saved 8t of CO<sup>2</sup>, 70m litres of water and 12 ha of farmland. By omitting animal-based ingredients compared with cow milk, each pot has a 48% reduction in CO<sup>2</sup>, 57% less water and 61% of space requirements.

Pink Albatross comes in 4 tasty flavours: Toasted Hazlenut, Tropical Mango, Straccia-Coco and Double Chocolate. Each pot contains 480 ml or 350 g and comes in 4-pot-outers for German and Austrian grocery retail. Pink Albatross will be supported by active and targeted digital communication. The RSP is €6.69.

For further 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 disruptively. Today, the Uplegger Food Company stands for the import, distribution, and international marketing of chilled and frozen products. Focussing on the categories dairy, cheese, desserts, convenience food and drinks, the [Uplegger Food Company](http://www.Uplegger.de/en) represents more than 20 well-known product partners from all over Europe and further afield. With a dedicated key account management team in Germany, Austria, Switzerland and the Netherlands, Uplegger Food Company aims for success in existing and future areas of business.

Please find more information at [www.uplegger.de/en](http://www.uplegger.de/en).