

## PRESS RELEASE

### HAJOK Design mouth-watering packaging and naming for Baileys ice-cream

*Hamburg, 18. April 2018.* You can now get the taste of Baileys straight from the freezer. Hamburg-based brand and design agency HAJOK was commissioned by the DMK GROUP (Deutsches Milchkontor GmbH) with the design and naming of two Baileys ice-cream flavours available in 500 ml tubs and three ice-cream bar variants.



© HAJOK Design: Baileys now available as ice-cream in 500 ml tubs and as ice-cream bars

For over 40 years, Baileys has been produced exclusively in Ireland and is not only the world's first but also the best-selling cream liqueur. Today, more than 2,300 glasses of Baileys are enjoyed on a daily basis in over 150 countries worldwide.

For the first time, the famous spirits brand is working with the DMK Group to develop an ice-cream with the unmistakably delicious taste of Baileys. The team led by Creative Director Madeleine Weiss and Senior Consultant Verena Langen was responsible for the packaging design as well as for the name development, the sales story and the design of sales materials.



© HAJOK Design: Elaborate photo shoot for the perfect presentation of the Baileys ice-cream range

Sonorous names such as "Coffee Delight", "Chocolate Secret" or "Caramel Sensation" in fine handwriting are positioned above the appetising ice-cream scoop or ice-cream bars covered with chocolate and coffee. "The names of the premium ice-creams should not only seduce, but also clearly convey what taste consumers can expect," explains Verena Langen, Senior Consultant at HAJOK Design. The ice-cream variants have been elaborately photographed and presented as a naturally delicious premium product for irresistible Baileys enjoyment.

### **DMK Group**

As the largest German dairy cooperative, the DMK Group, with around 7,000 employees, processes milk at 16 locations throughout Germany and at two Dutch locations. A further 6 sites are available for the production of baby food, ice cream and health products. The administrative center is situated in Bremen. With brands such as MILRAM, Osterland, Oldenburger, Rose, Dutch Original Cheese, Humana, Casarelli, intact, sanotact, hansal and NORMI, the company is a constant in Germany and the world for trade and consumers. With a turnover of 5.1 billion euros, the DMK Group is one of the leading dairy companies in Europe.

### **Baileys**

Baileys® is the world's first Irish cream liqueur, a unique blend of smooth Irish cream with quality spirits and whiskey. It has won more medals than any of its competitors in the 'cream liqueur category' at the prestigious San Francisco world spirits awards and is the 2012 Gold Winner. It's the number 1 liqueur brand in the world, with over 70 million bottles sold across 150 countries each year.

For more information please visit: [www.baileys.com](http://www.baileys.com)

## **Diageo**

Diageo is a global leader in beverage alcohol with an outstanding collection of brands across spirits, beer and wine categories. These brands include Johnnie Walker, Crown Royal, J&B, Buchanan's and Windsor whiskies, Smirnoff, Ciroc and Ketel One vodkas, Captain Morgan, Baileys, Don Julio, Tanqueray and Guinness.

Diageo is a global company whose products are sold in more than 180 countries around the world. The company is listed on both the London Stock Exchange (DGE) and the New York Stock Exchange (DEO). For more information please visit [www.diageo.com](http://www.diageo.com).

Visit Diageo's global responsible drinking resource, [www.DRINKiQ.com](http://www.DRINKiQ.com), for information, initiatives, and ways to share best practice.

## **HAJOK Design**

Founded in 1997 by designer Klaus P. Hajok, HAJOK Design is one of Germany's leading design agencies. At HAJOK, more than 50 experts currently work in the disciplines of brand strategy and consulting, packaging design, packaging shape development, final artwork and production support. With a focus on FMCG, HAJOK Design develops strategically sound design solutions for national and international customers in the fields of food, pet food, drinks, consumer & personal care and household as well as pharmaceuticals. Customers include Unilever, Colgate-Palmolive, Rossmann, Tchibo and Rewe.

More information can be found at [www.hajok.com](http://www.hajok.com), as well as on Facebook and Instagram.

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