



Media release

## **DKSH treats New Zealand to OREO® ice cream**

**DKSH, the leading Market Expansion Services provider with a focus on Asia Pacific, has been appointed by Peters Ice Cream, an Australian company, to drive growth of its iconic OREO® Ice Cream products in New Zealand.**

Palmerston North, New Zealand, **February 11, 2019** – DKSH Business Unit Consumer Goods, the leading Market Expansion Services provider for Fast Moving Consumer Goods, and Peters Ice Cream Australia have signed an exclusive agreement to provide marketing, sales, distribution and logistics services for its licenced and branded ice cream products in New Zealand, including the OREO® ice cream range.

Mark Paolucci, Head of Export and Business Development, Peters Ice Cream, said “We are excited about our partnership with DKSH and are confident their expertise, especially in territory management and sales and marketing, will help us grow our business in New Zealand.”

Amy Harper, Senior Client Manager, DKSH New Zealand, commented: ‘This is an amazing opportunity for DKSH New Zealand to partner with one of Australia’s largest ice cream manufacturers and distributors and to bring new products with trusted brand names to Kiwi consumers. We very much look forward to building a strong and successful partnership with the team at Peters Ice Cream while growing both of our businesses.

### **About Peters**

Team great product with an active imagination, a thirst for innovation and you get a dynamic company that will stand the test of time. It was our company founder, Fred Peters’, forward-looking approach, in 1907, which created the foundation for Peters Ice Cream’s continuous culture of innovation. Peters Ice Cream is a company that is not afraid of change. We have always been ready to embrace – and invent – new ways of delivering ice cream to Australians using the latest technology and know-how.

Peters is Australia’s favourite ice cream brand and a true Australian icon. Long associated with hot summers, trips to the beach and BBQ’s with friends and family, our mantra of DIVE IN embodies this fun, carefree spirit. It is this unbridled passion that spills over into our products, our communication and our people. We have an insatiable curiosity and a determination to constantly deliver Australia and New Zealand the highest quality, and most innovative iced treats on the market.

### **About DKSH**

DKSH is the leading Market Expansion Services provider with a focus on Asia. The Group helps other companies and brands to grow in the Consumer Goods, Healthcare, Performance Materials and Technology sectors. DKSH’s portfolio of services includes sourcing, market insights, marketing and sales, distribution and logistics as well as after-sales services. Publicly listed on the SIX Swiss Exchange, the Group operates in 35 markets with 33,000 specialists, generating net sales of CHF 11.3 billion in 2018. With its strong Swiss heritage and long business tradition since 1865, DKSH is deeply rooted in Asia Pacific. The DKSH Business Unit Consumer Goods focuses on fast moving consumer goods, food services, luxury goods, fashion and lifestyle products as well as hair and skin cosmetics. With around 19,760 specialists, the Business Unit generated net sales of CHF 3.9 billion in 2018.

**For further information, please contact:**

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