



News Release

DuPont Nutrition & Health

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The Great Indian Ice Cream & Frozen Dessert Contest is back with an Ethnic Zing

Inspiring participants to create novel ideas for one of the fastest growing ice cream markets

MUMBAI, India, 14 September, 2017 – DuPont Nutrition & Health announces Season 6 of ‘The Great Indian Ice Cream & Frozen Dessert Contest’ (TGIIFDC) with an ethnic Indian theme. In 2017, TGIIFDC celebrates the kind of ice creams we all want to eat: tasty, authentic and creatively localized with an ethnic Indian twist. The competition introduces ‘Sorbet’ as one of the award categories for the first time, to further endorse its popularity as a healthier fruit-infused frozen alternative in the ice cream market.

The contest is designed to honor the fantastic work of ice cream and frozen dessert manufacturers in India. Evaluation and awards ceremony for Season 6 will be held at Gurgaon, India on November 16. This event will honor the contest winners who push their industries towards craftsmanship and innovation enhancing the popular ice cream flavor landscape and creating local concoctions. Participants will compete for best-in-class, gold, silver and bronze titles in six award categories: standard vanilla ice cream, standard vanilla frozen dessert, best chocolate, most innovative, kool kids, and the new category, sorbet. The contest, founded on winning ice cream ideas and recipes, assures that in the coming summer season consumers can look forward to something exceptionally delicious.

Making industry future-ready

Parth Patel, business director, DuPont Nutrition & Health, South Asia said: “Ice cream consumption is rapidly growing and Indians are increasingly looking for new flavors. DuPont’s team of dairy specialists consistently works towards making the industry future-ready with innovative application ideas, consumer insights and technical support for a successful ice cream season year after year. Market trends indicate that ice creams and frozen desserts are no longer seen as (just) a treat for kids. A wider consumer segment is now looking at ice cream as a snacking option. Traditional flavors are gaining momentum along with the popular classics. In Season 6 we are encouraging participants to think of unique ways to add an ethnic Indian twist to their popular flavors and innovations”.

“The taste palate of Indian consumers is expanding, as they are more willing to experiment with new traditional flavors and novel creations. Mintel’s Ice Cream Global Annual Review 2017 suggests that



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discerning consumers today are seeking unconventional flavors and concoctions in ice creams just like with other food and snack categories. The Great Indian Ice Cream & Frozen Dessert Contest is a platform for many such ideas and innovations where industry luminaries evaluate the entries to honor concepts that meet evolving consumer needs for a successful product in the market” says, Sujith Sathayadas, marketing manager, DuPont Nutrition & Health, South Asia.

More about the program

The jury panel will include renowned industry experts from leading dairy, beverage and food companies. Product innovativeness, potential to be successful in commercial market and technical skills used in product development will lay the foundation for selection of winning entries. A panel of approximately 15 children who are kids of DuPont Nutrition & Health employees in India will evaluate entries in the ‘kool kids’ category.

The competition has received an overwhelming response of entries from Indian ice cream and frozen dessert manufacturers with 76 participants registered online from 10-31 August 2017. At the industry trade show, Indian Ice Cream Congress & Expo 2017, Mumbai on September 15-16, participants are invited to avail of a last chance to participate through on-the-spot registration at the DuPont Nutrition & Health Booth# A12. For more information on the program visit www.duponttgiifdc.com

DuPont Nutrition & Health combines in-depth knowledge of food and nutrition with current research and expert science to deliver unmatched value to the food, beverage and dietary supplement industries. We are innovative solvers, drawing on deep consumer insights and a broad product portfolio to help our customers turn challenges into high-value business opportunities. More information is available at www.food.dupont.com.

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