

## Greenyard expands range of plant-based ice cream by adding Crème de la Crème

19 April 2024 | News

**Greenyard's strategy to create a full range of healthy, pure-plant products for any moment of the day**



**Greenyard's strategy to create a full range of healthy, pure-plant products for any moment of the day**

Greenyard announces it has acquired the Belgian company Crème de la Crème. A food tech expert who develops, manufactures, and sells ice (gelato) products and frozen desserts, with a clear focus on the pure-plant category. With this transaction, Greenyard acquires over 25 years of additional in-house experience in the production of dairy-free frozen desserts, such as frozen cups and ice on a stick. It is an immediate catalyst for Greenyard in transforming the total frozen snack category, with the clear goal of letting consumers enjoy indulgent and pleasurable pure-plant food experiences. And this, without feeling guilty, while ensuring the intake of fruit and vegetables at the same time.

The acquisition follows the successful acquisition of Italian pure-plant ice Gigi in the spring of 2023. It fits in Greenyard's strategy to create a full range of healthy, pure-plant products for any moment of the day. The Greenyard Frozen division is leading this movement, with a new range of pure-plant frozen desserts and snacking products.

Francis Kint, CEO of Greenyard: “We are happy to integrate the Crème de la Crème team into the Greenyard family and strengthen our knowledge and production capacity in pure-plant ice manufacturing, right here in Belgium. We are convinced there will be a growing demand for delicious, healthy, pure-plant snacking and indulgent products.”