

The Magnum Ice Cream Company Invests ~10Mn to Modernise Hungary Plant, Expands Premium Ice Cream Production

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The Magnum Ice Cream Company (TMICC) has invested HUF 4 billion (approximately ~10 million) to modernise its manufacturing facility in Veszprém, Hungary, strengthening its European production network and expanding capacity for premium ice cream innovation.

The investment includes a new production line dedicated to Magnum Bonbons, a premium bite-sized ice cream format developed to meet growing consumer demand for portion-controlled, shareable indulgence and year-round snacking options. By manufacturing the product locally, TMICC aims to improve production efficiency while accelerating the rollout of new

formats across European markets.

The Veszprém facility is one of TMICC's key manufacturing hubs in Europe, producing around 230 million ice cream units annually for both Hungarian and export markets. The site manufactures globally recognised brands including Magnum, Cornetto, and Carte d'Or and employs more than 500 people, making it a significant contributor to Hungary's food manufacturing industry.

"The ice cream category is increasingly shaped by innovation in formats and consumption occasions, making ice cream a year-round snacking choice," said Péter Konecsni, General Manager East Europe and General Manager Hungary at TMICC. He noted that investments in advanced manufacturing capabilities enable the company to scale category-defining innovations while supporting long-term growth across Europe.

According to József Török, Factory Director at Veszprém, the upgraded production line enhances the site's ability to manufacture complex product formats with greater precision, consistency, and quality across multiple markets.

Headquartered in Amsterdam, TMICC generated €7.9 billion in revenue in 2025 and operates 32 manufacturing facilities, 13 R&D centres, and a network of three million freezer cabinets serving consumers in 80 countries.

The latest investment reinforces Hungary's strategic role in TMICC's European manufacturing network and supports the company's broader strategy of driving category growth through product innovation, premium formats, and expanded consumption occasions. The upgraded facility is expected to improve supply chain efficiency while enabling faster commercialisation of new ice cream products across Europe.