



creamy
creation

CREAMY TEMPTATIONS FROM THE BAR

Whether it's a summer barbecue, a party or just a special moment in your life – a delicious cocktail makes every situation just perfect. There is a wide range of flavours available today suiting every taste. Whether you like it sour, sweet, fruity or creamy – in most bars you are spoilt for choice. Yet, mixing a cocktail is much more than just pouring and mixing different liquids in one glass. Every drink is a challenge depending on the right amount and order of the ingredients. Every bartender will probably agree that mixing a creamy cocktail is the supreme discipline. Usually, alcohol and milk or cream do not go together. Often, the mixtures flock or even clot. This is where Creamy Creation in Rijkevoort, the Netherlands comes into the game. As the name tells, the company is a specialist in creamy drinks with a strong focus on creamy alcoholic beverages. In this market niche, the subsidiary of FrieslandCampina is the undisputed world market leader. Steven Alexander, managing director of Creamy Creation, is positive that the company will be able to accelerate its growth in the coming years, too.



“The market for creamy liqueurs and cocktails has been growing constantly over the last years,” he says. “Experts expect it to continue growing until 2020 at the least, at an annual growth rate of around 3%. Of course, there are regional differences. The European market is quite mature, for example. Here, we even expect a decline of one or two percent every year. The United States is a promising market with constant growth rates. At present, Latin America and Asia are growing at a very fast pace. People’s average income keeps rising and with the growing emancipation of women they have more spending power, too.”

The product portfolio of Creamy Creation is based on two main pillars. These are alcoholic and nutritional beverages. Accounting for around 90% of the business volume, alcoholic drinks are the mainstay of the business. Here, Creamy Creation focuses on creamy liqueurs and cocktails.

Creamy liqueurs and cocktails

In the creamy liqueur sector, the company transforms traditional spirits like whisky, rum or cognac into innovative taste sensations. Combining flavours like chocolate, coffee or nuts with fresh cream, Creamy Creation creates timeless and luxurious drinks that soothe and delight your senses. Recognizing the signs of the times, all drinks are available in high and low fat types. The alcohol content ranges between 12 to 20%. If required, the drink expert is able to produce a cream liqueur from its clients’ own distilled alcohol. “Coffee-based liqueurs are always popular,” says Mr. Alexander. “We offer trendy variations such as latte macchiato, double espresso or dulce de leche.”

The company’s fruity cream liqueurs are a sweet blend of fresh fruit flavours such as strawberry and banana with cream.

“Popular fruit flavours are strawberry and banana, peach and mango,”



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explains the managing director. “Yet, there is a wide range of exciting new fruit flavours and combinations available. There are endless possibilities to develop new creations and recipes.”

The company’s cocktail selection is as tempting as the liqueur portfolio. There is a wide range of Batidas and Piña Coladas available, sending you on a journey to sunny beaches with all-time favourites like fresh mango colada or fruity strawberry colada. All drinks are available with or without alcohol.

Innovation: yoghurt-based cocktails

At present, yoghurt based cocktails are in great demand thanks to their light and healthy nature. “Compared to traditional cream, yoghurt is perfect for mixing with wine, soda or

juice or even with sparkling wine,” says Mr. Alexander. “Ready-made sparkling cocktails are also an option. Thanks to their low alcoholic content they are ideal for a low calorie diet. We developed our own technology which we had patented. This opens up a whole new world of cocktails. Against the background of the prevailing health and wellness hype we are recognizing a growing demand for our yoghurt drinks. We expect it to last longer.”

High quality nutritional drinks

In the nutritional sector Creamy Creation, focuses on high-quality drinks such as weight management drinks, high protein sports drinks and drinks that are specially formulated for inner health





▶ and wellbeing. All drinks are tailor-made to the individual needs of the clients. Creamy Creation covers the complete value-added chain from concept development and R&D, contract manufacturing and packaging, to consultancy on legal and administrative affairs related to launching a new product.

“It was just a small step to move into the market for nutritional drinks as you need the same technology,” explains Mr. Alexander. “Here, our flavour know-how is an important competitive advantage for us.”

A global reach

Creamy Creation is a subsidiary of Friesland-Campina, a world-leading dairy cooperative from the Netherlands. When Baileys was introduced in the seventies of last century, the company started working on alcohol and dairy mixtures. After three years of tests and research, FrieslandCampina was able to commence production. “Next year, we will be operating as an independent operating company for 35 years,” says Mr. Alexander. “From the very beginning, we have been operating on an inter-



national basis. The opening of our US business was a major milestone in the development of our company. The approval processes are just so difficult. We started selling to US customers around 2000. In 2006, we established our own supply point in upstate New York. From there we cover the United States as well as Canada. We are a true global player today with customers around the world.”

Technology, creative power and service attitude

Over the years, Creamy Creation kept introducing unique technologies and





Wim Koolhaas,
one of the best-known alcohol flavourists of the world

▶ products. The company's 'Infinity' concept once more proved the company's innovative strength and creative power as well as its customer-oriented approach. Infinity is a technology-based concept of mixables made for acid drinks, e.g. with inclusion of juices. Another example is what is internally called the 'Pure' concept; using oils from nuts to stabilize the drinks, the drinks keep the natural flavours intact delivering an exceptional natural taste profile.

"We make the most stable drinks in the world," says the managing director. "Our products do not easily deteriorate and have an extremely long shelf life. Our technologies are unique and our R&D department keeps working on improvements to

our existing products and on new creations. All creamy drinks are based on three major components. These are cream, alcohol and sugar. It is always a challenge to mix those.

Also, we lay great emphasis on our flavours. We work with one of the best-known alcohol flavourists of the world – Wim Koolhaas. Everybody in the industry knows him. He helps us to be and to stay best-in-class."

Last but not least, Creamy Creation is not just a supplier of drinks. "We are much more than this. We are a





▶ partner developing solutions in cooperation with our clients. We create tailor-made solutions and every customer gets their own formulation. We identify our customers' needs and transfer them into concepts. Business intelligence is a keyword for us. We initiate portfolio management, make trend presentations, and so on."

The strategy is paying off. Creamy Creation services distillers all over the world and is a sought-after partner among movie stars who aim to launch their own creamy liqueur. Drawing on a dense network of independent bottlers, Creamy Creation is able to support them from A to Z.

"We are good at technology, at flavours and at taste"

In the coming years, international expansion is high on the company's agenda. "We aim to enhance our market position in the USA and in Asia," says the managing director. "In the long run we might even establish a subsidiary in Asia. The global market is large and we still have to make foot prints in new regions. In addition to our expansion plans, we will continue to invest in quality programs in order to increase the quality and shelf stability our products. Our vision is to consolidate our market-leading position and to continue our growth strategy. We want to be the number one partner for the whole industry and the best-in-class in cream liqueurs. We are good at technology, at flavours and at taste. And we do understand the needs of our customers. These are excellent preconditions for further growth." ▶



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