



Koprivnica, 9 October 2020

### PRESS RELEASE

New awards for innovative joint product by Podravka and Ledo

## **Lino Lada ice cream wins the Golden Basket award for best product in 2019**

Lino Lada ice cream is the result of cooperation between the companies Podravka and Ledo, and it has just been awarded the Golden Basket for best product in 2019. This prestigious award is given by the magazine *Ja TRGOVAC*.

In this category, which traditionally contains the highest number of entered domestic products and fierce competition, the Lino Lada ice cream won over the expert panel of judges with its unique flavour and innovativeness. The Golden Basket is the newest recognition for the Lino Lada ice cream, which was proclaimed the best in the world last year at the International Ice Cream Consortium competition in Sweden.

*"The Golden Basket award for product of the year has confirmed that we, together with our partner Ledo, have recognised the potential expansion of the product assortment of Lino Lada cream spreads into new and innovative categories, such as impulse ice creams. In the recent period, the Lino Lada ice cream has achieved exceptional results and delighted consumers on both domestic and foreign markets. With this, the Lino Lada brand has once again confirmed that it is the most beloved cream spread, and winning the Golden Basket award for product of the year for the second year in a row is further confirmation of the quality and innovation of Podravka products,"* stated **Vesna Višnić, director of Podravka's Children's food, desserts and snacks sector.**

*"We are exceptionally honoured to receive this award as yet another proof of the quality of what we do, for the Lino Lada ice cream made in cooperation with Podravka, the perfect partner for such an attractive and innovative product. This is also confirmation of the dedicated work of our employees, especially our development team, who transform their creative ideas into magnificent ice creams and frozen products. Congratulations to them! Every year, we aim to develop new flavours and combinations, and to go one step further in our aim to satisfy our customer and consumer demands with innovation and creativity, as they are our top priority. This award is proof that we are succeeding,"* stated **Stela Ilijaš, assistant director of Marketing and Development.**



Lino Lada ice cream was launched on the market in April 2019. In just days of the launch, the entire first run was sold out, making this the most sought after dessert in Croatia. An amazing 2.8 million Ledo Lada ice creams were sold on domestic and foreign markets during the first year.

The basic idea of Podravka and Ledo in developing the Lino Lada ice cream was to transfer the original flavour of the Lino Lada duo spread into an ice cream version. This led to the creation of the ice cream on a stick with two ice cream flavours – white and dark cream from Lino Lada duo. This innovation in ice cream, in addition to the shape that is reminiscent of the Lino Lada glass jar, also includes the dual soft topping that best emulates the consistency and sensory experience of the Lino Lada cream. The Lino Lada duo ice cream is the first to be coated in a layer of white Lino Lada, and then a layer of dark Lino Lada in this specially prepared ice cream topping.