



## **SCHÖLLER ADDS SUPPORT TO BFFF 60<sup>TH</sup>**

Schöller Ice Cream which manufactures the Mövenpick range of ice cream and desserts for the foodservice sector will generously sponsor a surprise feature at the BFFF Gala Dinner Dance, which includes the 2008 Annual Awards Presentation Ceremony.

The highly prestigious event underlines the unity which BFFF generate throughout the frozen food industry and this year it will celebrate 60 years of BFFF activity since the inception of the industry, which now enjoys a £7 Billion turnover.

The event also provides the ultimate networking opportunity for the federation's unique membership which spans every sector in both the foodservice and retail supply chains.

Schöller has established Mövenpick as a byword for high quality, consistency, variety and innovation in ice cream for the foodservice sector in particular. It continues to develop an astonishing range of exciting and exotic flavours and has previously won BFFF's ultimate foodservice accolade, 'Catering Product of the Year'.

Schöller Managing Director, Mike Godwin, said, "2008 marks 60 years of BFFF's representation of the frozen food industry, virtually since the industry's inception. It has always been highly instrumental in developing the industry and promoting its growth through its unique unifying events and range of activities.

This very special occasion provides a natural opportunity for Schöller to play its part in supporting BFFF as it celebrates a significant milestone of achievement. We are confident that this support will enhance still further the entertainment value and prestige of the occasion."

BFFF expresses its grateful thanks to Mike and to Schöller for their foresight and their generosity as we seek to present another great evening for the members on the 12<sup>th</sup> June at Gala Dinner Dance at the London Hilton on Park Lane.