

Media release

Emmi Group launches “Emmi Desserts” as the unified name for its global dessert business

Lucerne, 26 March 2026 – The Emmi Group is launching “Emmi Desserts” as the unified name for its global dessert business and establishing “better for you” desserts as its strategic core: Premium desserts that offer uncompromising delight and are responsibly crafted with clean recipes, simple ingredients and sustainable packaging. The new brand identity combines local dessert traditions and translates them into innovative concepts for its partners around the globe.

The new identity brings together all dessert businesses of the Emmi Group under one identity while reflecting their individual heritage and maintaining the authenticity of each dessert tradition. From Italian Tiramisu and French pâtisserie to American Cheesecakes and British bakery classics, Emmi Desserts brings together the world’s most iconic dessert cultures. As a dessert specialist, Emmi Desserts offers its customers a highly innovative, bespoke premium desserts portfolio and works closely with them to further develop the category.

Emmi Desserts: “Crafted to make you smile”

Its purpose “Crafted to make you smile” stands for desserts moments that delight and for the approach to make delight step by step more mindful.

Didier Boudy, EVP of Emmi Desserts, explains: “Our new identity marks an important milestone. With Emmi Desserts, we aim to establish ourselves as the partner of choice, pioneering the future of ‘better for you’ desserts around the world through innovation and sustainability.”



Sustainability approach: actively shaping the future of “better for you” desserts

Sustainability and conscious indulgence are key to Emmi Desserts’ global dessert strategy. Driven by innovation and responsibility, Emmi Desserts is continuously improving not only taste, but also recipes, nutritional profiles, responsibly sourced ingredients as well as optimized packaging solutions to lead the way in the industry.

At Emmi Desserts, “better for you” combines indulgence with conscious choices. The products are developed and manufactured with care and responsibility – in line with consumers’ evolving needs, with respect for the planet, and with a focus on long-term value creation. Inspired by the B Corp certification and the nutritional charter of the Mademoiselle Desserts Group, Emmi Desserts will pursue the ambition of progressively aligning its entire organisation with these leading sustainability standards, strengthening its commitment to responsible business practices. This includes a company culture built on safety, care and respect for the Emmi Desserts’ teams.

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Premium desserts: a strategic growth pillar for the Emmi Group

Premium desserts have developed into one of the Group's strategic growth platforms. Driven by the global megatrend of indulgence and the increasing demand for high-quality, innovative desserts, the category represents an attractive innovation-driven growth market. Over the past decade, Emmi has built its premium desserts expertise through targeted acquisitions and international expansion.

Emmi's dessert journey began in 2011 with its entry into the Italian premium dessert market. A major milestone followed in 2020 with the acquisition of Indulge Desserts in the USA, marking its expansion into the world's most dynamic dessert market. With the integration of the B Corp-certified Mademoiselle Desserts Group in 2024 and the bolt-on acquisition of B Corp-certified The English Cheesecake Company in 2025, Emmi further strengthened its global presence and expanded its portfolio with innovative French and British dessert traditions combined with a high standard in responsible corporate governance.

Building a global dessert organisation

Today, Emmi Desserts operates a network of 20 production sites across the six countries France, Italy, Belgium, the Netherlands, the United Kingdom and the United States. Around 3,600 employees serve retail and food service customers in more than 65 countries worldwide, offering an integrated one-stop-shop solution. Emmi Desserts accounted for 17% of the Emmi Group's sales in 2025.

With a unique premium portfolio – ranging from classic dessert icons such as Tiramisu, Lava Cakes and Cheesecakes to modern formats like Mini-Beignets, Cake Pops and local hero products such as Flans, Tres Leches and Mille-Feuilles – Emmi Desserts has created a strong growth platform across segments and channels. Leveraging its global footprint, Emmi Desserts can identify trends early, accelerate innovation and scale successful concepts to support its customers in building the category.

Ricarda Demarmels, CEO of the Emmi Group, says: "Emmi Desserts is built on something simple but powerful: bringing the craft and care of local dessert traditions to the world at scale. This new identity reflects our ambition to raise the standard of premium desserts. We aim to lead this category – through quality, innovation, and responsibility at our core. I'm grateful to our teams for building this future together and for pushing the boundaries of what desserts can be."



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Downloads and further information

- [Visuals Emmi Desserts](#)
- [Website Emmi Desserts](#)
- [Emmi Media Corner](#)

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About Emmi

The Emmi Group is a Swiss company with a long tradition, headquartered in Lucerne. Founded in 1907 by dairy farmers' cooperatives, it is now at home around the world while remaining closely connected to its roots. Innovation and responsibility drive Emmi. With deep craftsmanship and expertise, the company produces high quality dairy products and desserts, and holds strong positions in ready-to-drink coffee with Emmi Caffè Latte, functional nutrition, specialty cheese and premium desserts. In its strategic niches, Emmi is a pioneer, creating moments that matter.

Emmi thinks long term and acts with care towards people, animals, and nature. The company is committed to making sustainable dairy the norm, creates value in rural regions and helps strengthen family-owned structures. At the heart of its activities are people who take responsibility and shape the future together across generations.

The Emmi Group is listed on the SIX Swiss Exchange (EMMN) and is majority-owned by ZMP Invest AG, which represents approximately 2,800 dairy farmers. Through this structure, a significant portion of profits flows back to these milk suppliers in the form of dividends. The company operates 73 production sites in 13 countries and its products are available in about 90 markets. In 2025, approximately 12,800 employees generated sales of CHF 4.7 billion. For more than 100 years, Emmi has taken responsibility – and has the courage to keep innovating.