



King Ice Cream wins Best Ice Cream at the International Ice Cream Consortium Conference

The King Supreme ice cream won first place for Best Ice Cream, and the King Obsession in Layers won second place for innovation

Zagreb / Belgrade, October 22 – Great news for Ledo and Frikom, where at this year's International Ice Cream Consortium (IICC) conference, the King Supreme won first place in the Best Ice Cream category, while the King Obsession in Layers won second place for Most Innovative Ice Cream.

As a proud member of the IICC, the conference brings together leading ice cream production experts worldwide. Facing strong competition, the perfectly balanced combinations of flavours, textures, and formats of King ice creams won over the jury, with the first and second places reaffirming Ledo and Frikom's dedication to pushing the boundaries on quality and innovation., and constant industry boundary-pushing.

“We are proud to announce that the IICC international jury has once again recognised and awarded our work, with King ice creams receiving prestigious recognition in strong international competition—validating King's continued success regionally and globally. King represents more than just ice cream; it symbolises creativity, passion, and innovation, transforming every moment into an unforgettable experience. Our latest creation, King in Layers, exemplifies our dedication to quality, driven by long-term, persistent efforts and specialised production processes that bring unique enjoyment to consumers worldwide. This award is a testament to the collective passion of our teams and the commitment to meet our consumers' needs“, said **Thomas Hensellek**, Nomad Foods' Marketing Director, Adriatics.

King Supreme brings a perfect balance of salted caramel, one of the world's most desirable flavours. The well-balanced combination of milk and salted caramel, white chocolate, and crunchy pieces has delighted King consumers this year.

King Obsession in Layers is the perfect choice with layers of creamy ice cream, crunchy toppings, and rich sauces in a 450 ml cup format, allowing King flavors to be enjoyed during special moments for ourselves, turning any occasion into the best part of the day. Each layer of this ice cream brings different textures in crunchy pieces, creamy ice creams, and soft sauces, for an even richer multisensory experience. This innovative addition from King this year showcases impressive growth.

A Unique Experience and Escape from the Ordinary

With King and its "Escape the Ordinary" theme, dive into a world of fantasy filled with irresistible pleasures. With a story of a fantastical world that can be savoured with every bite, King takes you on a journey through tastes and textures, celebrating innovation, creativity, and an endless quest for new experiences. We invite you to enter an almost surreal world built on imagination, where all your wishes and feelings come true—a world that is always here, waiting for you to return. Embrace the pleasure of a break from routine and indulge in the charms of King ice cream.



Ledo plus is the largest Croatian producer of ice cream and frozen food, with a tradition of more than 66 years, employing over 1,000 experts.

Frikom is the most prominent Serbian producer of ice cream and frozen food. It has a tradition of almost half a century and employs over 1,300 experts.

In September 2021, Ledo Plus and Frikom became part of Nomad Foods. For more information, visit www.ledo.hr, www.frikom.rs.