

SMUUTI Frozen Berry Snack and Berry Ice Cream

– Enjoy your berries in a new tasty way!

SMUUTI is an innovative and delicious way to enjoy your daily portion of berries. All products in the SMUUTI of Pakkasmarja contain over 70% unheated berries, so the vitamins are preserved! The SMUUTI product family includes a frozen berry snack and a fluffy berry ice cream. All products are vegan, dairy-free, and gluten-free.

SMUUTI Frozen Berry Snacks are a completely new way to enjoy berries. This treat found in the freezer aisle comes with a spoon in the package and is ready to be eaten straight from the freezer, but tastes heavenly when slightly thawed. Along with the berries, we have added extra fiber, making it an excellent more filling snack. The snacks are available in three different flavors and in two package sizes: a 150 ml single-serve consumer package and a 500 ml HORECA package.

SMUUTI Ice Cream is a berry-packed ice cream for indulgence moments. SMUUTI Ice Cream features a fresh strawberry–rhubarb flavor and has a wonderfully light and fluffy texture. More than 72 % of the ice cream consists of unheated strawberries, so while enjoying the ice cream, you also benefit from the natural vitamins of strawberries. The product is available in a single-serve consumer package of 150 ml and in a 500 ml family-pack.

Contact: Arja Kastarinen, CEO Pakkasmarja
Tel. +358 20 7099 571
Email: arja.kastarinen@pakkasmarja.fi

**Come meet us at PLMA 2026
in the European Hall, stand 5.T16!**

About the company:

Founded in 1984, Pakkasmarja's mission is to increase the daily consumption of berries. We are a farmer-owned company located in the heart of Finland, where berries are pure and logistics connections to all destinations are excellent. We are Finland's leading brand in the frozen berry category, and we do business with the retail trade, wholesalers, and the HoReCa sector in Finland. Our annual revenue is 29 million EUR, and we are targeting moderate yearly growth. Our product portfolio includes frozen and fresh berries as well as SMUUTI product family, which aim to create new ways to enjoy berries and reduce seasonal waste during harvest time.

