

Milk and ice cream essay sample

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Selecta is a brand of ice cream and milk sold in the Philippines. with exports of local ice cream variants to Filipino communities overseas. The company's beginnings can be traced back to Selecta Ice Cream and Refreshment Parlor, owned by Ramon Arce, Sr. and family, and founded in 1948. In 1990, RFM Corporation bought Selecta from the Arce family, and formed Selecta Dairy Products, Inc.. came out with its success formula: a winning combination of a high quality product, marketing innovation, modern production and strong distribution network. Selecta went into the production of bulk ice cream and frozen novelties. Bulk ice cream , with around 30 flavors ranging from avocado to ube. The company came up with frozen novelties –more than a dozentypes of bars, pops, cones, and sundaes with flavors ranging from ice buko to extrac-rich milk chocolate.

Chapter II

Background of the case

Selecta's humble beginnings can be traced to the Arce family's ice cream parlor in Manila in 1948. Its ice cream was well-known for its creaminess, authentic flavors, and unique gold can packaging—qualities that remained throughout the years.

In 1990, RFM Corporation bought Selecta from the Arce family to form Selecta Dairy Products, Inc. Known for its sharp entrepreneurship, RFM catapulted the rise of Selecta as a serious contender in the ice cream market —always ahead in product innovations by creating new and exciting flavors like Cookies and Cream, Halo Halo, Ube Macapuno, and Chocolate Almond Fudge, and supported by heart-warming media campaigns that depict

Selecta as an ice cream that creates family bonding moments. In 1997, Selecta became the market leader in the Philippine capital, which accounted for 60% of the nation's ice cream consumption.

In 1999, to complement its frozen novelties category and strengthen itself for competition, RFM teamed up with Unilever, the largest ice cream company in the world to form Selecta Walls Incorporated. The joint-venture proved to be a success and in 2000, Selecta defeats competition to become the national ice cream leader.

And that has been the story since—with its passion for exceeding the expectations of consumers, unwavering dedication to quality, and unrelenting quest to improve itself through its innovations, Selecta or Unilever RFM Ice Cream, Inc., sees itself winning stomachs and hearts to be become the world's preferred pleasure food.