

Media release

Emmi extends sponsorship of Swiss-Ski and Olympic champion Wendy Holdener

7 March 2022 - Emmi reaffirms its commitment to Swiss skiing and extends its partnership with Swiss-Ski for a further four years. Emmi is also continuing its successful collaboration with the figureheads for Emmi Caffè Latte: Olympic champion Wendy Holdener and European beach volleyball champions Brunner-Hüberli. The contract extensions were signed at the World Cup race event in Lenzerheide.

Emmi can look back on a long-standing commitment to skiing. The partnership between Swiss-Ski and Emmi has been in place for 13 years, and is now being extended for a further four years. “Emmi is an integral part of the Alpine World Cup races in Switzerland and has supported our teams for over ten years. We are delighted to continue this successful partnership,” said Swiss-Ski CEO Bernhard Aregger. Emmi was initially present at the World Cup races with the Emmi umbrella brand, but since 2014 the leading manufacturer of dairy products in Switzerland has supported the event under the banner of the Emmi Caffè Latte brand. “We rely on long-term commitments and on an active partnership on both sides,” explains Marc Heim, Executive Vice President Switzerland.

Ski & volleyball stars continue as brand ambassadors for Emmi Caffè Latte

The close collaboration with Swiss ski racer and Olympic and World Champion Wendy Holdener, which has already been in place for six years, is also typical of the long-term focus of Emmi’s sponsorship commitment. As brand ambassador for Emmi Caffè Latte, she is the ideal embodiment of Emmi’s values and Swiss roots, and accordingly this partnership will also be extended until 2026. “I am a proud ambassador for the Emmi Caffè Latte brand. The brand and Emmi suit me,” says a delighted Wendy Holdener. The contract as main sponsor of what is currently the most successful Swiss women’s beach volleyball team Brunner-Hüberli is being extended for three years. The partnerships were finalised shortly before the start of the World Cup races in Lenzerheide. A “snow volleyball” match provided the appropriate setting.

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About Emmi

Emmi is the leading manufacturer of high-quality dairy products in Switzerland. The roots of the company date back to 1907, when it was founded by dairy farmer cooperatives in the Lucerne region. With its clearly aligned strategy, innovative products and internationally established brand concepts such as Emmi Caffè Latte and Kaltbach cheese, the company has developed into an internationally active, listed group of companies (EMMN) with a strong local presence in 15 countries.

As part of its business model, Emmi is committed to using resources carefully and delivering added value, particularly in rural areas, in line with its tradition of creating the finest dairy moments for generations to come. The Emmi Group distributes its quality products in around 60 countries and produces high-quality food in 9 countries at over 30 of its own production sites. With more than 9,000 employees, around 70% of whom are outside Switzerland, the Emmi Group generated sales of CHF 3.9 billion in 2021.

About Swiss-Ski

The Swiss Ski Federation Swiss-Ski is the umbrella organisation for Swiss snow sports. Since it was founded in 1904, Swiss-Ski has been one of the most important and successful sports associations in Switzerland. It unites eleven sports under its umbrella: alpine skiing, cross-country skiing, Nordic combined, ski jumping, biathlon, snowboarding, skicross, freestyle, moguls, aerials and telemark skiing. Swiss-Ski promotes top-class sport and is aligned to the best sporting nations in the world. It focuses on popular sports, gives children and young people access to snow sports and contributes to public health. In addition, the association is committed to large-scale events in Switzerland. Swiss-Ski is embedded in an extensive network of international and national associations and organisations. The Ski Federation has been marketing the Swiss FIS World Cup events (alpine skiing, ski jumping and some freestyle) through its subsidiary Swiss-Ski Weltcup-Marketing AG since the 2016/17 season.