

# Mackie's record milestone sales for fruit-based products

## Ice cream brand scoops up more than 23 tonnes of Scottish fruits

One of Scotland's favourite ice cream brands has recorded a 95% increase in the sales of its fruit-based products resulting in a record-breaking summer for the firm.

The Aberdeenshire family-run business, [Mackie's of Scotland](#), has doubled sales on last year for its fruity ice creams including Strawberry Swirl, Raspberry Ripple and White Chocolate and Raspberry.

Mackie's attributes this huge spike in its fruity flavour sales to having brought its fruit-sauce production on-site. Instead of purchasing in fruit sauces, Mackie's now buys in Scottish whole-fruit from Aberdeenshire's Castleton Farm and makes all of its fruit sauces and compotes itself on the family farm.

It is estimated that this year alone, Mackie's has used 23.5 tonnes of Scottish fruit provided by Castleton Farm – already surpassing its overall totals for 2020 (3.2 tonnes) and 2021 (17.2 tonnes) combined.

The production of fruit products has contributed to Mackie's overall summer sales growth of eight per cent on 2021.

Stuart Common, Sales and Marketing Director, said: "Despite ongoing economic challenges, consumers have continued to reach for affordable luxury ice cream products for a little lift or

cool down in the summer heat.

“We’re now selling more fruit-based products than ever before which is a brilliant milestone and testament to our hard-working team.

“This milestone also celebrates our partnership with fellow Aberdeenshire brand, Castelton Farm. We’re delighted to be working collaboratively and shedding a light on some of the amazing produce coming out of the North East.”

Scotland’s soft fruit is famed for its flavour as the temperate climate allows the berries to ripen slowly, creating a particularly sweet flavour.

The company is also enjoying further successes as four of its products have achieved a Great Taste Award. Products credited include: 1 litre Strawberry Swirl ice cream described by judges as ‘an attractive looking pale pink ice cream with a distinctive swirl of strawberry compote running through it’, and the 1 Litre Organic ice cream described as ‘more-ish and refreshing ice cream with a nostalgic flavour.’

The 1 Litre Indulgent Salted Caramel ice cream is thought to have a ‘well-judged balance in its salt and caramel flavours’, as well as its Mint Dark Chocolate bar with its ‘inviting mint aroma along with rich chocolate notes.’

Recent awards and sale increases have contributed to Mackie’s being one of the fastest growing ice cream brands in the UK.

Stuart added: “It has long been our ambition to grow across the UK. We have a dedicated following of superb customers in Scotland, and we are seeing that being replicated south of the border.

“There are a lot of exciting ideas in the pipeline for Mackie’s, and we cannot wait to share them with consumers in the near future.”

It comes after Mackie's has jumped from sixth to fifth place in Kantar Worldpanel's top 30 chosen Scottish food brands in the country, making its first appearance in the top five.

Mackie's of Scotland produces luxury dairy ice cream at its fifth generation Aberdeenshire farm from "sky to scoop", with wind and sun-powered renewable energy powering the dairy where it makes its ice cream using fresh milk and cream from its own herd.

[Mackie's of Scotland | Making Simple Delicious](#)

