



31 August 2017

***Frosty Boy to showcase customisable solutions  
at Fine Food Australia***

Frosty Boy is getting set to amaze some of the most discerning attendees at this September's Fine Food Australia, showcasing why the company continues to lead the industry with innovative taste solutions.

With customised taste innovations increasing by 50 per cent across the frozen dessert and beverage market in 2017, Frosty Boy will deliver guests a selection of newly customised product solutions including hot and cold beverages, some from the premium Art of Blend range including frappes and smoothies, thick shakes and a variety of soft serve and hybrid products.

Frosty Boy General Manager Research Development and Innovation Sarah Cutler said the dessert market was a constantly evolving market, with new tastes demanded by an adventurous and sophisticated clientele.

"We work hard at Frosty Boy to ensure we stay on top of industry and market trends, particularly as far as consumer tastes are concerned," Ms Cutler said.

"Our remit as a solutions provider is to create customisable products which incorporate international flavours. We are able to step into another culture and create a unique product that is enjoyable, delicious and popular with our clients' customer base that sets us apart from our competition.

"An example of this has been recently finessing pink Himalayan salt and blue coconut flavoured ice creams for the Southern Hemisphere summer. For our Australian clients in particular, we have created a unique soft serve featuring cold brew coffee."

Frosty Boy General Manager Sales and Marketing Felipe Demartini said the frozen dessert and beverage market was a dynamic environment, with innovation imperative for companies to stay relevant.



## MEDIA RELEASE

“At Fine Food Australia, we are excited to educate the market on some of the more unique and customisable tastes we can create at Frosty Boy,” Mr Demartini said.

“Australia is currently the second largest consumer of ice cream, eating more than 9.4 litres per capita. With such large consumption rates, we have seen Australian flavour trends become more prominent within the market, with the Australian mandarin flavour and floral notes becoming popular tastes among consumers.

“Part of our expertise is understanding our clients, their market and customers. Our domestic and international success can be attributed to our client relationships and the continuity we provide through quality of product and service.”

Frosty Boy Australia will be present at Stand N28 at Fine Food Australia from 11 – 14 September 2017 at the Sydney Convention and Exhibition Centre.

Business owners and managers are invited to meet with Felipe Demartini during the event and can email [felipe@frostyboy.com.au](mailto:felipe@frostyboy.com.au) to schedule an appointment.

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*Established in 1976, Frosty Boy Australia produces versatile dessert and beverage powder base solutions for local and international markets. The business is an innovative market leader creating customised solutions for its loyal and valued clients. More information on Frosty Boy at [www.frostyboy.com.au](http://www.frostyboy.com.au)*

Interviews are available with Frosty Boy’s General Manager Sales and Marketing Felipe Demartini and General Manager Research Development and Innovation Sarah Cutler. To schedule an interview time, or request more information or images please contact:

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