



MEDIA RELEASE

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Industry leader Frosty Boy predicts and prepares for taste innovations to skyrocket in 2018

Creating some of the industry's most innovative tastes in 2017, Frosty Boy Australia saw the demand for customised frozen dessert and beverage flavour solutions increase by nearly 50 per cent across the business.

As a leader in market analysis and trends, Frosty Boy predicts and looks forward to capitalising on a further influx of domestic and international demand for customised taste innovations heading into 2018.

With colour innovation increasing by 77 per cent and the integration of cocoa in frozen desserts and beverages doubling this year, Frosty Boy has championed companies to be increasingly innovative to stay relevant.

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

"The Asia Pacific region is currently the world's largest ice cream market, with India, Indonesia and Vietnam among the fastest growing. We have seen trends of traditional Asian tastes such as Mochi – rice dough around ice cream – and botanical inspired flavours such as Cherry Blossom, Magnolia and Hibiscus increasingly popular," Ms Cutler said.

"We work hard at Frosty Boy to ensure we stay on top of industry and market trends. Our remit as a solutions provider is to create customisable products which incorporate international tastes and flavours. It's our ability to step into another culture and create a unique product that is enjoyable, delicious and popular among our clients' customer base, and sets us apart from our competition."

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



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“India is the fastest growing market for ice cream tastes, with a 12.7 per cent increase in consumption across retail markets. Frosty Boy has worked together with retailers and QSRs across India to create customised traditional tastes such as Lassi to suit the demand for locally inspired treats,” Mr Demartini said.

“We have also seen a desire for aromatic spices, such as ginger, cinnamon and nutmeg, to be incorporated into frozen desserts and beverages to deliver sweet characteristics, while appealing to the health conscious market.

“Part of our expertise is understanding our clients, their market and their customers. We pride ourselves on our client relationships and Frosty Boy’s international export success can be attributed to this - It’s why our clients keep coming back to us, and why their customers keep coming back to them.”

Frosty Boy will be exhibiting some of their customised flavours 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 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

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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