



FOR IMMEDIATE RELEASE

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Frosty Boy Australia reaffirms commitment to partner growth, welcoming Wendy's franchisees to plant

Frosty Boy Australia has welcomed Wendy's Milk Bar to its Yatala plant, reaffirming its commitment to helping franchises and businesses within Australia and overseas, grow through menu innovation and product knowledge.

On the eve of Wendy's launching its limited time Monster Shake range, Frosty Boy hosted around 50 of the network's franchisees from Queensland and New South Wales to tour the plant, while participating in a session on franchise business growth led by specialist David Harding.

These sessions also encouraged the Wendy's Support Office team to take over Frosty Boy's R&D lab for the afternoon to demonstrate how the new Monster Shakes are created, which use Frosty Boy's soft serve as a base.

Frosty Boy CEO, Dirk Pretorius said that the company has worked with Wendy's for a number of years and we wanted to show the franchisees, who are the core of their business, how our products are made, while also facilitating a session to inspire them on how they can grow their store's presence in each community

"We pride ourselves on our strong relationships with our customers and specifically their franchisees. From the beginning, we work to understand their brand and their market, while providing the perfect product solutions to enhance their menus and to ultimately help them drive their profits," Mr Pretorius said.

"Frosty Boy encourages all of our customers and their franchisees to visit the plant to gain a thorough understanding of their products. It's extremely important for someone who is selling a product to understand how it is made and also why their product is so unique."



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Wendy's Milk Bar Head of Operations and Marketing, Lydia Law said the day was a great success, with many franchisees excited to go back to their stores with this new product knowledge.

"The afternoon was a huge success, it was great to see franchisees interacting with Frosty Boy throughout the sessions. The franchisees are in their stores day in and day out, so it was a real treat to see where one of their core products comes from, and how it is made. The sessions at Frosty Boy gave our franchisees a thorough understanding of their soft serve products and showed how they can incorporate the product in other store offerings," Ms Law said.

"One of the highlights was touring Frosty Boy's plant. The plant is really impressive. It's very much 'state-of-the-art' and it's amazing to see how the products Wendy's franchisees use on a day-to-day basis, are produced through such streamlined automation."

For more information on Frosty Boy visit www.frostyboy.com.au, with more information on Wendy's Milk Bar, at <https://wendysmilkbar.com>

Established in 1976, Frosty Boy Australia is a trusted and experienced Australian manufacturer which produces versatile dessert and beverage powder base products distributed to 50 countries throughout the world. The company thrives on offering businesses a solution for their menu through assisting them to provide their customers products of the highest standards, with the aim to increase each business' profits. More information on Frosty Boy at www.frostyboy.com.au

For more information, contact:

Olivia van Dalsen
Elevate Communication Coordinator
Olivia@elevatecom.com.au
07 3180 3666