



MEDIA RELEASE

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Frosty Boy Australia achieves success at export awards

LEADING Australian frozen dessert and beverage manufacturer, Frosty Boy Australia was last night (Thursday) crowned a finalist in two prestigious categories at the Premier of Queensland's Export Awards.

The company, with its plant in Yatala, has manufactured dessert and beverage powder bases since 1976 and began developing its export arm in 2001.

Last night, at the 25th anniversary of the annual awards, held at Brisbane Convention and Exhibition Centre, Frosty Boy CEO Dirk Pretorius, with his team, was recognised as a finalist in the Manufacturing Award and Regional Exporter Award categories.

Mr Pretorius said he was proud for Frosty Boy to be named finalists in the categories, which acknowledged the company's outstanding international success.

"Since we began exporting, we've strived to be the best in our field and we've certainly made an indelible mark in the international market," he said.

"We now export to 48 countries. This number is growing as more companies realise the quality of our product and how we have the capacity, state-of-the-art equipment, research and development team and service to be a trusted manufacturer to distribute globally.

"We're relentless when it comes to quality, and we need to be when we're manufacturing and distributing for an international market."

Mr Pretorius said it was Frosty Boy's dedication to service that attributed to the success.

"Our clients are at the centre of what we do," he said.

"As part of our service we work with each client's new product development team (NPD) to help them use our products to increase profit through creating innovative menu options that follow consumer trends."

For more information on Frosty Boy Australia visit <http://www.frostyboy.com.au>.

Frosty Boy Australia, with its production warehouse in Yatala, Brisbane, specialises in producing a high quality range of powdered base products including soft serve, frozen yogurt and beverage bases for cafes, convenience stores and quick service restaurants and has been operating for almost 40 years.

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