



MEDIA RELEASE

For Immediate Release

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Frosty Boy Australia doubles production with state-of-the-art factory upgrade

Leading Australian frozen dessert and beverage manufacturer, Frosty Boy Australia has taken a huge step in expanding its soft serve empire, doubling production capacity in less than a year.

Frosty Boy's new factory at Yatala, north of the Gold Coast, boasts state-of-the-art equipment sourced from Australia and Germany, tailored to the company's requirements, bringing the manufacturing processes in line with some of the best in the world.

Frosty Boy CEO Dirk Pretorius said the company had outgrown its previous Loganholme site, with production capacity now equating to two million serves of soft serve ice cream daily.

With capacity sitting at 60 percent at Yatala, Mr Pretorius said Frosty Boy was in a position for further growth.

"Since it started operation in 1976, Frosty Boy has grown to become an internationally acclaimed dessert and beverage manufacturer, producing versatile powder bases to create a range of products, from its popular classic vanilla soft serve to frozen yogurt, frappes, slushies, hot drinks and more," he said.

"The new facility will translate into greater benefits for Frosty Boy's clients and support our continued growth in new and existing markets."

Frosty Boy has grown to become an iconic brand in Queensland and Australia and over the past 14 years it has maintained an average compound growth of 18 percent per year.

The company now distributes product to 48 countries with export representing 75 percent of sales.

"To sustain this growth over the years, Frosty Boy continuously invested in new systems and its people. The relocation to Yatala continues this investment into our growth and we're looking forward to a successful future," Mr Pretorius said.

The new plant extends across 6,000 square metres and houses two production lines, the new, higher capacity plant and the relocated and upgraded plant from Frosty Boy's former site.

Designed and built by Gold Coast-based AP Constructions, the new plant includes an expanded facility for research and development and a larger laboratory for product development and quality testing.

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Mr Pretorius said the factory showcased Frosty Boy's commitment to remaining a trusted and leading manufacturer of beverage and dessert bases, adhering to strict Australian food industry standards.

"The plant's manufacturing process is now entirely computer controlled, from the measurement of raw material, through to the latest robotic technology used for packing, wrapping and palletising," he said.

"Our focus remains on ensuring our clients receive top-quality products and with computer controlled systems, this ensures precision and accuracy."

The new factory will be officially opened on Wednesday 3 December to VIP guests, Frosty Boy associates and media.

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

Frosty Boy Australia, with its production warehouse in Yatala, Gold Coast, 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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