



## MEDIA RELEASE

DRAFT

JULY 2015

### **Frosty Boy Australia blends new beverage menu for CXpresso**

FROSTY Boy Australia is partnering with café chain CXpresso to bring a Queensland flavour to the Western Australian success story.

CXpresso represents an evolution of the Croissant Express brand. In South East Queensland (SEQ) there is a Croissant Express store in Brisbane's CBD, a CXpresso in Strathpine and a new CXpresso cafe planned at the Logan Hyperdome, expected to open this month.

The expansion within the SEQ market kick starts CXpresso's nationwide growth.

Working with CXpresso, Frosty Boy has developed a range of tailored products for the franchise using its The Art of Blend powder-based beverages.

The Art of Blend premium frappes and smoothies are now being strategically implemented to stores in Western Australia and SEQ.

CEO Dirk Pretorius said 80 percent of Frosty Boy's current opportunities in Australia came from its beverage bases, and the Gold Coast-based manufacturer was pleased to be able to develop a bespoke product for the popular café chain.

"The Art of Blend is really opening doors for us and presenting opportunities to partner with cafes and restaurants of the highest calibre," Mr Pretorius said.

"Through the Art of Blend range, our customers can offer a premium, bespoke product to their own clientele, without the expense of investing in special machinery or costly equipment.

"We want our customers to succeed through our products. Our team partners with our customers to create a menu that is creative, innovative, cost effective and a perfect fit for each business."

**(more...)**



## MEDIA RELEASE

(cont...)

Frosty Boy has developed a premium range of frappes and smoothies for CXpresso, which Neil Soares, Croissant Express and CXpresso CEO said were a popular addition to franchisees' menus.

"We anticipate the Frosty Boy partnership will continue to evolve as our expansion across Australia gains momentum," Mr Soares said.

"Our customers are certainly reporting our gourmet beverages are the perfect accompaniment to our sandwiches, pastries and hot meals."

For more information on Frosty Boy Australia visit <http://www.frostyboy.com.au> and for information on The Art of Blend range visit <http://www.blendbeverages.com.au>.

Information about Croissant Express/CXpresso can be found at <http://www.croissantexpress.com.au>.

-ENDS-

---

*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 yoghurt and beverage bases for cafes, convenience stores and quick service restaurants and has been operating for almost 40 years.*

To schedule an interview time, for more information or product images please contact:

Krista Connolly  
Elevate Senior Account Manager  
(p) 07 3286 3333  
(e) [krista@elevatepr.com.au](mailto:krista@elevatepr.com.au)

Maree Butterworth  
Elevate Account Manager  
(p) 07 3286 3333  
(e) [maree@elevatepr.com.au](mailto:maree@elevatepr.com.au)