



MEDIA RELEASE

For immediate release

JULY 2015

Frosty Boy Australia launches indulgent European-inspired beverage

Combining three premium cocoas and drawing inspiration from the decadent tastes of Italy, Frosty Boy Australia has the ultimate winter beverage with a new addition to The Art of Blend range.

The Italian Hot Chocolate takes the classic hot chocolate to new heights with a thick, intense flavour providing consumers with an indulgence reminiscent to the rich cultures of Europe.

The gourmet blend can be served with additional ingredients including peanut butter, cream and coconut, to create unique flavours and a luxurious drinking experience.

Frosty Boy CEO Dirk Pretorius said the new addition to the range further cements the manufacturer's position in the growing beverage market.

"The Art of Blend range continues to present us with new opportunities and is helping us to build relationships in the hospitality, retail and catering sectors," he said.

"Our customers use The Art of Blend to address a demand from the market for more beverage choices and the Italian Hot Chocolate powder responds to consumers' wish for indulgent, comfort treats during the winter months."

The Art of Blend range, launched by the frozen dessert and beverage manufacturer in 2014, includes powder-based beverage blends which can be mixed by a blender, granita machine, coffee machine or served hot or over ice.

Frosty Boys National Sales and Marketing Manger Felipe Demartini said the manufacturer's marketing department and research and development team works closely with customers to create tailored and exclusive solutions that are both cost effective, attractive to consumers and drive retail sales.

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“The versatility of the Art of Blend range means the retailers we supply to can use our products to create their own unique menu items,” Mr Demartini said.

The Italian Hot Chocolate flavour joins eight other blends in the range including Aromatic Spiced Chai, Creative Yogurt Smoothie, Premium Mocha Latte, Velvet Dairy Frappe Base, Original Iced Coffee, Decadent Milk Chocolate and Finest Belgian Chocolate.

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>.

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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:

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