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Consumers are craving yoghurt-based smoothies says Frosty Boy

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Whether it's an after work out treat, or a cooling afternoon drink, Frosty Boy Australia says it has found consumers are craving yoghurt-based smoothies.

Felipe Demartini, General Manager Sales & Marketing for Frosty Boy Australia said the popularity of yoghurt-based smoothies has grown in recent years.

“After extensive market research, we realised yoghurt based smoothies would be the next big trend in food, which prompted the Creative Yoghurt Smoothie Base.

Sales for this product have been growing exponentially, and we expect the trend to last for at least another 18 months,” said Demartini.

Demartini believes the popularity of yoghurt-based smoothies is due to consumers wanting fresh and fruity flavours.

“The Creative Yoghurt Smoothie Base can be used to create a range of delicious fruit based smoothies such as Mango, Kiwi and Banana, Berry Bliss and Avocado and Cucumber,” he said.

There is also an added bonus for consumers with Frosty Boy Australia's Creative Yoghurt Smoothie Base containing live probiotic cultures, prebiotic fibre and no artificial colours or sweeteners.

Retail sales of cold and icy beverages such as frappes and smoothies increases from 15 per cent to 35 per cent as the weather gets warmer, according to the company.



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