



## MEDIA RELEASE

FOR IMMEDIATE RELEASE

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### **Frosty Boy Australia to attend HOTELEX Shanghai and Food&HotelAsia2016, signalling determination for expansion**

FROSTY Boy Australia is determined to become the world's preferred dessert and beverage base manufacturer, with the Asia-Pacific market key to success.

That is why, in late March and April, the company will attend two of the region's largest food and beverage expos, HOTELEX in Shanghai and Food&HotelAsia2016 in Singapore, viewing these events as prime opportunities to build on existing partnerships, while seeking new business prospects.

Frosty Boy, which this year celebrates 40 years of manufacturing, began exporting in 2001, and now supplies its powdered dessert and beverage bases to 48 countries, with the majority in Asia.

Frosty Boy CEO Dirk Pretorius said the company, with its production facility at the Gold Coast, Queensland, manufactures the equivalent to two million serves of soft serve ice cream daily, with export making up 75 per cent of business.

"We have already had great success in the Asia-Pacific region, with a great deal of our product being exported there, but there is still so much room for growth," he said.

Mr Pretorius said partnerships with Asian companies had been bolstered in recent times due to Australia's improved trade agreements, positioning Frosty Boy and other Australian companies in high esteem to the rest of the world.

"Brand Australia in particular has contributed towards the company's growth and is strongly recognised in international markets, particularly in China. Good quality Australian products, such as our beverage, frozen yoghurt and soft serve bases are in constant high demand," he said.

"We are already starting to see a substantial increase in the number of enquiries coming from China and believe that the China Australia Free Trade Agreement that came into force at the end of last year has instigated many of these."



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Frosty Boy General Manager Sales and Marketing Felipe Demartini said attending HOTELEX and Food&HotelAsia2016 would give Frosty Boy the opportunity to check in with existing partners, while meeting potential customers.

Existing partners include Win Sin, a Singapore-based pastry, bakery and food service company.

“Partnerships like this are mutually beneficial. We help companies like Win Sin increase their profits with our products, while Frosty Boy continues to expand to maintain its year upon year growth of 15 per cent,” Mr Demartini said.

Mr Demartini said he viewed the expos as great opportunities to showcase Frosty Boy’s products, while gaining further insights into the market to guide future research and development.

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

### KEY DATES:

**HOTELEX:** Frosty Boy will attend HOTELEX in Shanghai from 29 March - 1 April at the Shanghai New International Expo Center.

**Food&HotelAsia2016:** Frosty Boy will attend the Food&HotelAsia2016 at the Singapore Expo from 12 - 15 April, and can be located at 802-01.

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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 40 years.*

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