



FOR IMMEDIATE RELEASE

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Frosty Boy seeks sweet reception in Middle East

Frosty Boy Australia is making strong advances in the Middle East by attending the world's biggest annual food and beverage trade show, Gulfood 2017, at the Dubai World Trade Centre this week.

The company, which supplies frozen dessert and beverage powder bases to 50 countries throughout the world, will be looking to stand out in a crowd of 5,000 major international brands at the trade show until Thursday.

Frosty Boy, which prides itself as a trusted manufacturer of versatile bases, while providing a solution through optimising their client's menus to encourage profit, has exported since 2001, with export making up around 75 per cent of sales.

General Manager Sales and Marketing Felipe Demartini said he saw huge opportunity in the Middle East, particularly in Saudi Arabia and the United Arab Emirates.

"We've recently partnered with a local distributor, the Vending Machine Company, who are well connected with major companies across Saudi Arabia and are already making deals to secure our product within these businesses.

"It is the perfect market for us to succeed - the food business is booming. In western markets people usually spend their money on various luxuries such as expensive clothing or experiences, but here, the focus is on food.

"There is huge potential in the UAE alone. It is a wealthy country and its retail is driven by food and beverage, with more outlets per capita than anywhere else in the world."

At Gulfood 2017, Frosty Boy is showcasing its versatile products including soft serve and frozen yoghurt, with a selection of frappes.



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"Whenever we look to expand in a market or to enter a new one, we always ensure we arrive with a strong knowledge of the market's taste profile," Mr Demartini said.

"The food market trends in the Middle East lean towards more decadent, sweet flavours and the frappes are popular, including White Mocha, Toffee and Strawberry.

"We're looking forward to introducing our products to potential clients and showing them how they can easily incorporate our products in their menus.

"We see Gulfood 2017 as a great chance to be in front of decision makers within the food and beverage industry and we are very excited to see how we can capitalise on the many opportunities in this part of the world."

Frosty Boy is attending Gulfood 2017 from 26 February - 2 March, 2017. More information at <http://www.gulfood.com>.

NOTE FOR EDITORS: For an interview with Frosty Boy General Manager Sales and Marketing Felipe Demartini, please contact Maree Butterworth via the details below. Please note, Dubai's local time is six hours behind AEST.

Established in 1976, Frosty Boy Australia is a trusted and experienced Australian manufacturer which produces versatile dessert and beverage powder base products distributed to 50 countries throughout the world. The company thrives on offering businesses a solution for their menu through assisting them to provide their customers products of the highest standards, with the aim to increase each business' profits. More information on Frosty Boy at www.frostyboy.com.au

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