



MEDIA RELEASE

For Immediate Release

21 November 2014

Frosty Boy marks the opening of its state-of-the-art facility with summer celebration

Iconic frozen dessert and beverage manufacturer, Frosty Boy Australia will celebrate the start of summer on Wednesday 3 December as the company launches its multi-million dollar facility at Yatala.

VIP and industry guests including Queensland Treasurer and Minister for Trade Tim Nicholls and Member for Albert Mark Boothman will go behind the scenes of the soft serve empire.

Guests will not only taste summer-themed Frosty Boy treats, but will also see what it takes to make the frozen dessert and beverage products loved by millions worldwide.

The facility, designed and built by Gold Coast company AP Constructions, was in response to the increasing demand for Frosty Boy's high quality products both domestically and internationally.

Expanding across 6,000 square metres and comprising of two production plants, the new facility boasts state-of-the-art equipment and increases Frosty Boy's production to more than double the capacity of its former Loganholme facility.

Frosty Boy CEO Dirk Pretorius said the facility, which now produces the equivalent of two million serves of soft serve ice cream daily, would boost Frosty Boy's expansion in the international market, while continuing to help clients succeed in 48 countries.

"Since it started operation in 1976, Frosty Boy has grown to become an internationally acclaimed dessert and beverage manufacturer, producing versatile powder bases to create a range of products, from its popular classic vanilla soft serve to frozen yogurt, frappes, slushies, hot drinks and more," he said.

"Export now represents 75 percent of our sales and this part of our business continues to grow as more companies realise the quality of our product. We have the capacity, state-of-the-art equipment, research and development team and service to be a trusted manufacturer to distribute globally.

"Further export opportunities are constantly on the horizon, particularly with the rapid expansion of the frozen yogurt industry, and the ever growing demand for top quality, Australian dairy products in Asia."

The secret behind the success of the company, including everything from how to create the perfect flavour to how to adapt and grow in a constantly changing market, will be revealed at the launch from 9.30am – 11.30am on 3 December.

The event will include Queensland Treasurer and Minister for Trade Tim Nicholls and Member for Albert Mark Boothman officiating the event and going head-to-head in a competition to make the tallest Frosty Boy soft serve ice cream.

Frosty Boy Australia is located at 1 Dixon Street, Yatala and for more information visit <http://www.frostyboy.com.au>.

(more...including media opportunities)



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(cont...)

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

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NOTE FOR EDITORS / REPORTERS:

Media Alert: Frosty Boy opens doors to new state-of-the-art facility

What: VIP guests will go behind the scenes of Frosty Boy Australia's new facility discovering how the company has become a leading manufacturer in the frozen dessert and beverage market.

Who: Frosty Boy staff and management, Queensland Treasurer and Minister for Trade Tim Nicholls MP, Member for Albert Mark Boothman MP, Frosty Boy clients, VIP guests, industry representatives.

Where: Frosty Boy Australia, 1 Dixon Street, Yatala, Queensland.

When: Wednesday 3 December 2014 from 9.30am – 11.30am.

Photo / vision / audio / interview opportunities:

- Frosty Boy staff members dressed as company mascots serving a selection of frozen dessert products from a line of ice cream machines.
- Action shots of VIP guests battling it out to make the tallest Frosty Boy soft serve ice cream.
- Opportunity for 'behind the scenes' tour footage of the Frosty Boy plant and production line.
- Interview opportunities with Frosty Boy CEO Dirk Pretorius, National Sales and Marketing Manager Felipe Demartini, Scientist, Product Development Expert Sarah Cutler and long-standing employees.

For further information, or to arrange an interview time please contact:

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