



MEDIA RELEASE

FOR IMMEDIATE RELEASE

August / September 2016

Frosty Boy gets set for Fine Food Australia

BUSINESS owners interested in seeing how Frosty Boy Australia can help them enhance their food offering, can learn from the top, when the company's CEO Dirk Pretorius and team head for Fine Food Australia.

Mr Pretorius, along with Frosty Boy's General Manager Sales and Marketing Felipe Demartini, General Manager Research Development and Innovation Sarah Cutler and their experienced team, will use the event in Melbourne to forge strong partnerships with current and potential domestic customers.

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“Over the years Fine Food has provided us a great opportunity to showcase and educate QSR businesses that Frosty Boy isn't just about soft serve – we provide a fantastic range of versatile solutions for our customers, including a versatile premium beverage range. Launched in the Fine Food 2014.”

“The Fine Food Melbourne has been a great platform not only for the domestic market but we receive a significant amount the international visitors, including some of our clients”

“We have always received positive feedback from our time at Fine Food, so we are excited to be back to further build our domestic customer base.”

This year in addition to soft serve and frozen yoghurt samples, visitors will be able to see a live demonstration of The Art of Blend in our stand



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Currently, Frosty Boy's export arm represents 75 per cent of sales for the company, however, Mr Pretorius noted he was extremely interested in continuing to help Australian businesses succeed using the company's highly regarded products.

"We see a great deal of potential to expand our customer base in Australia, and a number of cafes are now using our versatile beverage and soft serve solutions," he said.

"We look forward to continuing this growth and building upon our current relationships, while encouraging new opportunities during the Fine Food event."

You can find Frosty Boy Australia at **Stand N46**, at Fine Food Australia from 12 – 15 September at the Melbourne Convention and Exhibition Centre.

Business owners and managers can arrange a meeting with Felipe Demartini during the event by emailing felipe@frostyboy.com.au.

For more information on Frosty Boy, visit www.frostyboy.com.au and more information about Fine Food Australia can be found at <http://finefoodaustralia.com.au>.

NOTE FOR EDITORS: Interviews are available with Frosty Boy's CEO Dirk Pretorius, General Manager Sales and Marketing Felipe Demartini and General Manager Research Development and Innovation Sarah Cutler from Monday 12 September. Contact Maree Butterworth on the below details to arrange.

-ENDS-

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.

To schedule an interview time, for more information or images please contact:



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Maree Butterworth

Elevate Communication Manager

(p) 07 3180 666

(m) 0402 083 060

(e) maree@elevatecom.com.au