



## **MEDIA RELEASE**

FOR IMMEDIATE RELEASE

November 2016

### **Frosty Boy partners with Brisbane's The Doughnut Bar to enhance its trend-setting baked goods**

THE highly acclaimed dessert and beverage base manufacturer, Frosty Boy Australia has joined with leading homemade baked goods crew, The Doughnut Bar to produce a soft serve solution to complement the company's 'Conuts' range.

The Conuts, which are a hand rolled cronut pastry cone, filled with soft serve gelato, have become one of The Doughnut Bar's biggest sellers.

The Brisbane business' owner, Leigh Devlin said he approached Frosty Boy when they were looking to partner with a local company to enhance the products served at the heavy-foot-traffic locations of Queen Street Mall, Brisbane City and Eat Street Markets, in Hamilton.

"We were glad to learn that the iconic and globally recognised Frosty Boy was located in South East Queensland," Mr Devlin said.

"We set out to provide our customers with a soft serve product that better resembled a 'soft gelato'. It was essential that we partnered with a soft serve manufacturer who could offer an irresistibly creamy product that would retain its shape in a hot Queensland climate."

The Doughnut Bar blends Frosty Boy's customised and locally produced soft serve base with premium flavour pastes, creating a deliciously smooth, glossy and creamy gelato.

"Our soft serve gelato has taken over as the number one trending product on the company's social media platforms," Mr Devlin said.

"Needless to say it is a big hit with an increasingly discerning market. We are selling large volumes of the product and are proud that it is made locally."

Mr Devlin said he was impressed with how Frosty Boy listened to their business' specific needs to tailor the product.

"We provided Frosty Boy with a brief and were impressed when they came back with a fully customised solution for our requirements," he said.



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“Frosty Boy’s expertise has been an important aspect of our success. Their sales support is second to none and we are treated as a partner rather than as a customer.”

Frosty Boy’s General Manager Sales and Marketing Felipe Demartini said helping a fellow Queensland business to enhance its products, was incredibly satisfying.

“We share a number of synergies with The Doughnut Bar; they are passionate about their product and are very focused on the quality they deliver their customers. This is very much the ethos of our company,” he said.

“We look forward to seeing how The Doughnut Bar grows and delivers its delicious baked goods to new locations. We are very grateful that they have invited us to join them on the journey.”

For more information on Frosty Boy, visit [www.frostyboy.com.au](http://www.frostyboy.com.au) and for more information on The Doughnut Bar, visit <http://www.thedoughnutbar.com.au>.

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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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