

GOLD COAST

Gold Coast business: Frosty Boy at Yatala rolling out line of new savoury products

A Gold Coast company - famous for its soft-serve and tagline ‘Often Licked Never Beaten’ - is taking on a new challenge.

Alister Thomson, Gold Coast Bulletin  Subscriber only | December 26, 2019 5:40am

YATALA-based Frosty Boy – famous for its soft-serve and tagline “Often Licked Never Beaten” – is going in a cheesy new direction.

Managing director Dirk Pretorius said the firm has started rolling out savoury products, such as cheese sauce, following requests from clients to provide other dairy products.



 Managing director Dirk Pretorius at Frosty Boy's Yatala plant with one of the new cheese sauces. Picture: Lawrence Pinder

“We will always be focused on that very niche market of desserts and beverages,” he said.

“But because of demand from our customers we have actually developed the savoury range of cheese sauces. “It fits our customer base so it was a


natural extension of the range.”

Mr Pretorius said the company altered its branding to reflect the increasing diversity of products.

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“The problem is if you do a chai tea (flavour) it does not fit with the boy and the ice cream that says ‘Often licked never beaten’. We had to come up with a corporate brand that fits the range of what we’re doing.”



 Frosty Boy's chief financial officer Johann Botha and chief operating officer Dr Angela Hausmann tuck into Yuzu Lemon soft serve ice cream. Picture: Lawrence Pinder

Mr Pretorius said they have opted to go with four flavours for the cheese sauces such as smoky cheddar and Mexican to give quick-service restaurant customers something different to offer.

Frosty Boy exports to 65 countries and is making headway into the South American market, opening in Brazil and also selling its products to the Dominican Republic, Colombia and Bolivia.

“That Latin American piece is quite big for us but also the Middle East,” Mr Pretorius said. “The US is an opportunity but it will probably take more time to clearly understand it.”

Frosty Boy had also opened a development centre in Bangalore, India – the only other country where the company manufactures besides Australia.