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Flavour Creations' ambient ice cream smashes sales records

Best-ever sales figures for the launch of Flavour Creations' new ambient ice cream sees the Brisbane-based food and beverage company pull manufacturing schedules forward to meet spectacular demand.

Since the product launched two weeks ago, the freeze thaw stable ice cream that tastes and feels as authentic as normal ice cream has become the fastest selling ambient product at Flavour Creations in its 20 year history.

Unlike other ice creams, Flavour Creations' latest innovative offering created primarily for people with dysphagia is a Level 900 consistency and remains at a Level 900 viscosity when defrosted.

Liam Murphy, Flavour Creations' Head of Marketing said the unprecedented demand for the new product made it the company's most successful product launch to date.

"We knew the ice cream was going to be popular but the pace in which it has sold has been incredible," Murphy said.

"We've sold out of our first two production runs and subsequently smashed our sales forecasting. We underestimated the demand as the product's appeal has extended beyond our core dysphagia and nutrition market."

With 3 kcal per gram, the energy dense ice cream is also suitable for Texture C diets, oncology patients, the elderly, paediatrics and any patient requiring increased energy.

An ambient product specialist, Flavour Creations' ice cream demonstrates the company's long-standing commitment to sustainable manufacturing as it eliminates the energy costs associated with refrigerated transport and storage.

"The products we manufacture and their subsequent effect on the environment is of paramount importance to us," Murphy added. "We've created an ambient ice cream that tastes just as good normal ice cream but can be served frozen, chilled or at room temperature and we're immensely proud of that."

Flavour Creations Ice Cream is available in a portion-controlled 120g cup in either a 12 or 36 pack carton from Flavour Creations at RRP\$21.00 and \$63.00 respectively.

ENDS

About Flavour Creations

Flavour Creations is a in excess of \$20m Brisbane-based privately held, wholly Australian owned and operated company and that scientifically researches and develops innovative nutrition products intended to support a healthy lifestyle and improve the lives of thousands suffering from malnutrition, dehydration and dysphagia.

Established in 1997 from the simple idea of "making food fun", Flavour Creations is the world leader in developing innovative nutritional supplements, and over 29 texture modified ready-to-drink beverages in three viscosities.

Today the company produces up to 100,000 cups of pre-thickened drinks every day as well as tonnes of thickening powder each week which are provided to hospitals, residential aged care and direct to consumers living in the community both in Australia and internationally.

The Flavour Creations ethos is focused upon improving the lives of our clients by providing food and drink solutions that not only taste great but offer maximum nutritional density and choice. In a further commitment to this the company has developed an innovative Dysphagia Cup which will empower customers to feed themselves independently, ultimately restoring their dignity.

For more visit www.flavourcreations.com.au

Dysphagia Fact Sheet

- Dysphagia is the medical term for difficulty or discomfort in swallowing¹
- Dysphagia can present itself at any stage in life including babies born prematurely, patients with heart defects, children with abnormalities, adults who have had a stroke or those with Parkinson's disease, motor neuron disease, dementia, or cancer of the head and neck can experience swallowing problems
- A swallowing disorder may affect 15-30% of people aged 65+ living in the community²
- Some of the major challenges Dysphagia patients face include dehydration and malnutrition
- Dehydration and malnutrition are rife nationally in hospitals and residential age care with studies having reported the rate of malnutrition among residents in residential care homes can be as high as 70%
- Humans swallow at least 900 times a day: around three times an hour during sleep, once per minute whilst awake and even more during meals¹
- More than 1 million Australians have difficulty swallowing
- One in 17 people will develop some form of dysphagia in their lifetime

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¹Source:http://www.speechpathologyaustralia.org.au/library/2013Factsheets/Factsheet_Speech_Pathologists_Working_With_Older_People.pdf

²Source:<http://www.speechpathologyaustralia.org.au/>