Mini Melts, the internationally beloved cryogenically frozen ice-cream brand, is proud to announce its sweet introduction to the Australian market, where it has quickly become a favourite among ice cream lovers. Arriving on our shores late in 2024, with its unique and innovative production process, Mini Melts brings a new dimension to the ice cream experience, and its arrival in Australia is a testament to the brand’s global appeal and growing recognition of an insurgent brand.

Being first to market with their ‘Slow Melts’ range, Mini Melts Australia is collaborating with its international production partners to bring the cryogenic treats into the hospitality landscape using regular temperature technology that is the first of its kind to be seen in Australia.

“Developing an ice cream that has been produced at -196 degrees Celsius and having the ability to store and serve it without a specialised freezer that goes down to -40 degrees Celsius is an absolute game changer for the retail sector and ice-cream industry”, says Business Relationship Manager, Deborah Hert. “It also has the ability to change the Hospitality Industry and what can be achieved in terms of dessert offerings on a large scale.”

**A Sweet History of Innovation**

Mini Melts first originated in the United States, quickly captivating taste buds across Europe, North America and Asia with its smooth texture, intense flavours, and distinct presentation. The product is created through a cryogenic freezing process that results in tiny, flavour-packed balls of ice cream, creating a fun, easy-to-eat snack that is delighting customers around the world. Mini Melts stands out for its unparalleled taste and texture and is made from premium ice cream ingredients, giving consumers a unique way to enjoy their favourite frozen treat. The cryogenic freezing process not only preserves the freshness of the ingredients but eliminates air and water, creating a taste sensation which then melts in your mouth. Currently available in a range of 16 flavours, (soon to be 22), Mini Melts offers something for everyone, including Dairy and Sorbet varieties, Gluten Free and Vegan options.

**Bringing Mini Melts to Australia: A Family Affair**

Mini Melts is now available throughout Australia, thanks to the hard work and vision of Australian entrepreneurs and siblings, Nicole and Shaun Piggott. Nicole and Shaun have successfully brought this globally recognised brand to local shores, aiming to introduce Australians to the unique world of cryogenically frozen ice-cream. They have even named the character in their Logo ‘Mini Mate’ to reflect the Aussie culture.

“We’re incredibly excited to introduce Mini Melts to Australian ice cream lovers,” said Shaun Piggott. “We truly believe in the product and know Australians will love the fun and innovative sensation it offers. Our mission is to deliver exceptional ice cream experiences that bring fun, excitement, and premium taste to our customers We’re also thrilled to expand into New Zealand in the near future, allowing even more people to experience Mini Melts’ delicious, premium ice cream.”

Since launching in Australia, Mini Melts has already garnered a loyal following, and the brand continues to grow in popularity. Currently building their presence in NSW, South-East QLD and WA, the Piggotts’ passion for the brand and its quality is clear in every aspect of their business, from sourcing the finest ingredients to providing exceptional customer service.

“We are in the business of sparking joy, creating connections and memorable moments for everyone with our unique and incredible ice cream products. The range we have introduced here initially is by no means the last.” Nicole says. “We are already preparing to launch the ‘next big thing’ in the industry within weeks, ensuring that each interaction with our brand leaves a lasting impression."

"By prioritizing passion over profit and fostering a culture of ‘Customers for Life,’ we aim to build strong relationships with our staff, business partners, and consumers. We are committed to transformative strategies and open collaboration to fuel our growth and make Mini Melts a cherished name across Australia and New Zealand.”

With its strong initial success in the Australian market, Mini Melts is setting its sights on further expansion throughout the country as well as New Zealand. The company are working on bringing the unique Mini Melts experience to even more people in every region, by joining forces with Hospitality, Distribution and Retail partners, here and across the Tasman.

For more information on Mini Melts Australia and to discover where to purchase your own pack of this extraordinary frozen treat, simply reach out.

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