**MINI MELTS GOES BIG - A NEW ERA OF FROZEN TREATS ARRIVES IN AUSTRALIA!**

Iconic frozen dessert brand Mini Melts is marking an exciting milestone with the launch of **Mini Melts Big** - a bold new take on its much-loved cryogenically frozen ice cream. Known for its unique, fun-shaped ice cream balls, Mini Melts Big delivers bigger, more indulgent bites, designed to delight fans and newcomers across Australia.

Building on the success of the original Mini Melts, the new range offers a satisfying, creamy texture with larger balls, making it perfect for those looking for more flavour, more fun, and more indulgence. The expanded lineup also introduces an irresistible mix of exciting new flavours across its Dairy and Sorbet ranges, catering to a variety of tastes and dietary needs.

“We are thrilled to be fast-tracking our introduction of Mini Melts Big to our Australian customers,” said Nicole Piggott, CEO of Mini Melts Australia. “After building excitement and loyalty with our original Mini Melts, we felt the time was right to offer an upgraded version. Mini Melts Big is all about delivering more of what people love - more flavour, more fun, and more indulgence.”

**What makes Mini Melts Big so special?**

* **Made for Retail**: Mini Melts Big can now be stored and served from any regular freezer - no specialty freezer required.
* **Bigger, Better Bites**: Each pellet is significantly larger than the original Mini Melts, delivering a creamy, melt-in-your-mouth experience with even more texture and taste.
* **Exciting New Flavours**: The Sorbet range features Mango, Kiwi, and Cherry, while the Dairy range sees the introduction of Strawberry, Banana, and Coconut.
* **Premium Quality Ingredients**: Mini Melts Big uses only the finest quality ingredients, with options catering to Dairy, Sorbet, Gluten-Free, and Vegan diets.
* **Perfect for Sharing**: Whether it’s a party, summer barbecue, or a quiet treat at home, Mini Melts Big is made for fun, indulgent moments with family and friends.

**A New Chapter for Mini Melts Australia**

The launch of Mini Melts Big comes at a time when Australian consumers are seeking high-quality, innovative frozen treats. Mini Melts has already built a loyal following, and with this new range, the brand is poised for significant expansion.

Over the next 12 months, Mini Melts is ramping up visibility through high-profile partnerships and major events. The brand will be the **official on-screen partner for the Sydney Film Festival**, reaching hundreds of thousands of filmgoers, and will also showcase Mini Melts Big at the **Fine Foods Australia Trade Show** in Sydney this September.

“We see a huge opportunity in the Australian market, where people are passionate about trying new and exciting frozen treat options,” said Deborah Hert, Brand Manager for Mini Melts Australia. “We’ve had incredible success with our original product, and Mini Melts Big is designed to bring even more joy to our customers. It’s perfect for those who want to enjoy a treat that’s a little bit bigger and even more indulgent.”

Mini Melts Big is now available in select supermarkets, convenience stores, and retail locations across Australia. Whether you’re a longtime fan or discovering Mini Melts for the first time, there’s never been a better time to experience a new way to enjoy frozen treats.

**About Mini Melts**

*Mini Melts is an internationally recognised brand offering a unique frozen dessert experience. Originating from the United States, the brand quickly gained a global following with its miniature ice cream pellets that are fun to eat and delicious. The brand is committed to providing high-quality, great-tasting ice cream treats, and continually innovating to meet the needs of today’s discerning consumers.*

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