

# New Australian Frozen Fruit Range in Strong Demand in First Selling Year

## Detail Introduction :

A new Australian frozen fruit company says demand for its range of products has been strong in the months of its sale. Aussie Frozen Fruit, which launched in Woolworths supermarkets in April, in view of the global outbreak of special circumstances, although the successful launch of the company's products has been ensured, it is still a period of caution.

He said: "We have clearly exceeded everyone's expectations. With more and more people cooking at home and wanting a choice of healthy Australian products, we have exceeded our expectations. The current environment has given us the opportunity to bring our products to consumers and now, there are many positive reviews on social media as well as on our website. They have been looking for Australian frozen fruit."



He added that the original idea came from the realization that growers were throwing away a lot of waste fruit, so this was a great opportunity to help Australian farmers. This product contains no added sugar or preservatives.

"It has also been observed that there is a lot of imported product in the freezer section of supermarkets," Hamill said. "So this provides an opportunity to market our fruit, products are also available year-round for Australian consumers. We have established relationships with many growers across the country, and

fruit that they may not be able to sell during the season. "

"I think our business focus is supply," Hamill said. "While we can supply a lot of fruit depending on the season, we store the product in the refrigerator and make it available to consumers. It seems attractive and sales are the only Australian product on Woolworths supermarket shelves, the demand for our products is increasing. "

Aussie Frozen Fruit's source of fruit is a grower's "not easy to sell" grade, so it can sometimes be a B-grade fruit or even a blemished fruit. Mr. Hamill said the company was still able to produce some very tasty products thanks to some of the leading technology in its factories.