

Binggrae's Melona ice bar available at Costco Australia

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Binggrae, South Korea's leading food company, has announced that its flagship ice bar, Melona, is now available at Costco in Australia starting this month.

Binggrae is well-known for its diverse product offerings, including the best-selling Banana Flavored Milk, Yoplaitâ??the first spoonable yoghurt in Korea introduced through a technical partnership with Sodimaâ??and the iconic Melona ice bar. Since its founding in 1967, Binggrae has become a household name in Korea.

At Costco Australia, Binggrae is offering a 24-pack bundle of Melona, which includes 8 bars each of melon, mango, and coconut flavours.

In addition to Costco, Binggrae has already entered other major Australian retail chains. Since its official market entry last year, Binggrae's products have been available at Woolworths, the leading supermarket chain in Australia, and IGA, the fourth-largest. Both retailers currently sell Melona, as well as Binggrae's Samancoâ??a popular Korean frozen dessert made with ice cream and sweet syrup layered in a fish-shaped wafer, inspired by the beloved Korean winter snack bungeoppang.

Next month, Melona and Samanco are also set to launch at Coles, Australia's second-largest supermarket chain, further expanding Binggrae's reach in the region.