

ASX Announcement
21 March 2019

Paris Creek Farms and Maggie Beer expand distribution across Australia

Longtable Group Limited (ASX: LON) is pleased to announce the successful ranging of several new products for Paris Creek Farms and Maggie Beer Products with retailers across Australia. These new product launches and extensions to the range support the growth ambitions and plans of Longtable's group of brands.

Launch of new Paris Creek Farms' Biodynamic-Organic butter

Following the current demand for "good fats" by Australian consumers, the Paris Creek Biodynamic-Organic butter range has been launched.

In South Australia, Coles will continue to range Paris Creek Farms' unsalted butter in approximately 70 stores and also add the new salted butter to those South Australian stores. In addition, both butters will be available in 210 Coles premium stores, bringing total distribution with Coles to around 280 stores.

Metcash have ranged the unsalted butter in its stores, including Ritchies stores across the eastern sea board, with plans to launch the salted butter in the near future. Longtable's sales team will be pulling through these products onto the shelves of hundreds of independent grocers across Australia.

The opportunities that have opened in the butter and cream markets for biodynamic-organic will accelerate Longtable's plans for nutritional milk powder development using the skim milk created as a by-product.

Expansion into Harris Farm Markets

Increasing distribution was highlighted as a key platform for the growth in all Longtable brands. Harris Farm Markets is regarded as a retailer of premium brands, and reflecting Paris Creek Farm's brand and market position, Harris Farm Markets will be ranging the Paris Creek Farms Biodynamic-Organic yogurts, cheese and butters in 22 stores from the end of May.

Maggie Beer to launch new soup range

Metcash will be offering a new range of Maggie Beer soups to their independent grocery network from May. The fresh soups will be offered in single serve cups in four different flavours including Tomato and Beetroot, Mushroom and Miso, Pumpkin and Coconut and Spicy Lentil.

Launch of the new look Milk range

Today, the first of the new look 1 litre and 2 litre biodynamic-organic milks from Paris Creek Farms will be reaching consumers in South Australia, with products reaching the eastern sea board next week. We expect this launch to contribute positively to Paris Creek Farms' milk revenues.

Brand Building and Revenue growth

Commenting on the launch of these new products and expanded ranging across Australia, Longtable Managing Director Laura McBain said that they would contribute positively to the growth outlook of Longtable.

“The enhanced product portfolio being launched across a range of retailers demonstrates Longtable’s commitment to high quality Australian branded products and their resonance with retailers and consumers. We look forward to continuing to meet the high expectations of consumers for premium food products across the range of brands that we own.

“We expect all of these new ranges to contribute strongly to revenue growth. These successes will further enhance the Maggie Beer cost-focused turnaround and complement the cost-focus at Paris Creek Farms to deliver similar success,” said Mrs McBain.

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