



## ASX Announcement

### Pure Foods Tasmania Limited (ASX:PFT) TRADING UPDATE

9 July 2020

Woodbridge Smoke House (**WBSH**), a 100% subsidiary of Pure Foods Tasmania Ltd (ASX:PFT), has seen increased interest from both new and existing customers in its Smoked seafood products with annual volume expected to increase by approx 25% for FY2021, representing approximately 5% of PFT's annual group revenue.

We are regularly seeing WBSH being chosen over our competitors due to WBSH's '*standout flavour and texture*' as commented by a recent new customer.

Michael Cooper MD commented "*this supports our strong view that our traditional 'brining and smoking' over timber sourced from the Woodbridge region in Southern Tasmania delivers a unique flavour unmatched by any other*".

Tasmanian Pate also continues to trade well, with revenue (based on unaudited management accounts) up 24% to the end of May 2020 compared to the end of May 2019 and the new factory running very well with increased quality and efficiencies achieved.

As per our advice pre-listing, PFT is well advanced with its automation project and new product development continues to be a core focus for the Group and current initiatives include new look packaging increasing presentation and recyclability.

We also have had no impact to our operations or supply chain due to COVID-19.

#### About Woodbridge Smoke House

Established in 2004, WBSH produces some of the most subtly flavoured **ocean trout** and **Atlantic salmon** available anywhere in the world today.

Situated on the verdant south-east coast of Tasmania, WBSH sits on a 25-acre apple orchard and where our traditional hand-smoking processes, using our own fruit tree wood, creates the delicate and distinctive flavours for which Woodbridge Smokehouse is renowned.

Our purpose-built smokehouse and processing facility combines time-honoured methods with world's best practice smoking methods.

[www.woodbridgesmokehouse.com.au](http://www.woodbridgesmokehouse.com.au)

**This ASX announcement has been approved by the Board**

For enquiries please contact:

Michael Cooper, Managing Director, 0419 124433, [mc@purefoodstas.com](mailto:mc@purefoodstas.com)

