

FUNCH & SENSORY MILL RANGED WITH FOODWORKS / AUSTRALIAN UNITED RETAILERS (AUR) - ESTIMATED REVENUE OF \$1.8M P.A

ASX RELEASE 19 October 2020

- Forbidden Foods secures ranging with FoodWorks / AUR stores nationally for its FUNCH Baby Foods, FUNCH Health Snack Mixes, Sensory Mill Plant-Based Flours and Sensory Mill Organic Apple Cider Vinegar.
- FoodWorks / AUR has over 500 independent supermarkets across Australia
- Range rolled out to stores from January 2021
- Estimated initial revenue of \$1.8M across ranged products per annum

Forbidden Foods Limited (ASX: FFF, “Forbidden Foods” or “the Company”) is pleased to announce the Company will start ranging its FUNCH Baby Foods, FUNCH Healthy Snacks, Sensory Mill Plant-Based Flours and Sensory Mill Organic Apple Cider Vinegar in FoodWorks / AUR’s store network nationally from 2021.

FoodWorks / AUR is one of Australia’s largest independent retail supermarket groups with approximately \$2B in annual sales.

Forbidden Foods co-founder and COO, Jarrod Milani, said: *“FoodWorks / AUR’s 500+ strong network of locally and community focused supermarkets gives us a significant opportunity with our FUNCH & Sensory Mill brand to engage shoppers and build trust, in particular in baby foods and plant-based foods where we have 100% Australian Made and can talk to the provenance of our ingredients.”*

AUR DIRECT Manager, Nic Ciampa, said: *“We think Forbidden Foods has a range of innovative and quality products our stores and customers will love. We also think the 100% Australian Made ingredients will resonate strongly with our customers. The support Forbidden Foods provide from their national sales force in the form of store education and engagement is key to a successful store ranging.”*



Selected FUNCH Baby Food Range

This ASX announcement has been approved for release by the Board of Directors of Forbidden Foods Ltd.

For further information, please contact:

Marcus Brown

Chief Executive Officer

info@forbiddenfoods.com.au

1300 778 061

Tim Dohrmann

Investor & Media Enquiries

tim@nwrcommunications.com.au

About Forbidden Foods Ltd

Forbidden Foods Ltd (ASX: FFF) is a multi-brand premium food, beverage and ingredients company focusing on the baby food, wellness and organic markets, with diverse national and international sales channels. The Company was established in 2010 with a vision to provide Australia with the very best health foods and to meet growing consumer demand for differentiated, plant-based and health-oriented products. The business offers more than 50 SKUs across its three brands – Forbidden, Sensory Mill and Funch – direct to consumer, retailers and food service companies, through distribution partners and via e-commerce.

About Australian United Retailers (AUR)

Australian United Retailers Limited (AUR) is an independent retail supermarket group. It also trades under the “FoodWorks” brand. FoodWorks came about following the merger of the FoodWorks Supermarket Group Ltd (FSG) and Australian United Retailers (AUR) in November 2004. AURL comprises over 500 Independent Supermarkets and Convenience Stores with sales of approximately \$2B in annual sales.