

Forbidden Foods Limited ASX: FFF

ASX Announcement

21 May 2021

FUNCH[®] RELEASES NEW RANGE OF ENHANCED PLANT-BASED EDIBLE BABY OILS

Key Highlights

- FUNCH[®] launches 100% Australian plant-based edible oil range targeting the emerging Baby Food Seasoning category
- The products are enhanced by the infusion of DHA Omega-3 to elevate cognitive growth, visual development, and protection against allergies for infants & toddlers
- The products have been developed in conjunction with market research from Alibaba's Tmall Global store and consumer demand reports and reflects the benefits of direct customer engagement via e-commerce channels
- The range has been successfully launched in Australia & China in May 2021, with other global markets to follow

Melbourne, Australia – Forbidden Foods Limited (ASX: FFF, "Forbidden Foods" or "the Company") is pleased to announce the launch of a new product range of plant-based edible oils within the FUNCH[®] brand. FUNCH[®] has continued its focus on expanding its nutritious Australian infant & toddler, health and nutrition range of products with the successful development and launch of a new range of 100% Australian edible oils enhanced with DHA Omega-3 to enter the emerging baby food seasoning category. These edible oil seasonings fortify infant and toddler meals with the essential nutrients needed during the crucial stages of early cognitive development.

The products were formulated in conjunction with its trade partner Alibaba, based on market research and forecast trends for its e-commerce Tmall Global store. The ability to rapidly develop and deliver a product to meet consumer demand highlights the benefits of the e-commerce platform, which allows Forbidden Foods to own the relationship with its customers and offer them a richer brand experience. The Company continues to drive its e-commerce strategy via enhancing fulfilment capabilities, increasing brand awareness, optimising websites and pursuing distribution partnerships within the Asian markets.

The new range of edible oils have been initially released in Australia online via the FUNCH[®] website (www.funch.com.au) and in China on the Company's flagship FUNCH[®] Tmall Global store.

FUNCH[®] Product Manager, Lisa Bourne, said: *"Developing the range of FUNCH[®] edible oils was an exciting opportunity for the Forbidden Foods team to incorporate trends from overseas into a new product category whilst maintaining our commitment to Australian ingredients and focus on maximising nutrition. The growing mainstream appeal for plant-based products is driving expansion into more market categories, and the use of plant-based oil in the baby seasoning category will deliver significant upside within the mature edible oil sector. Globally, the plant-based edible oil market is estimated to be worth over US\$96bn¹ annually and is expected to grow at a CAGR of 3.5% as more consumers incorporate edible oils into their daily diet."*

¹ The "Global Edible Oil Market - Forecasts from 2020 to 2025" by ResearchAndMarkets.com

Product details:

Walnut Oil + DHA Omega 3 & Macadamia Oil + DHA Omega 3 Booster 50ml droppers

These are conveniently packaged edible oils designed specifically for parents to add to baby's meals including infant cereals, mashed vegetables, and stewed fruits.

Docosahexaenoic Acid (DHA) is an important micronutrient that is extremely important in the development of the central nervous system in infants, particularly aiding cognitive and visual development.



Walnut Oil + DHA Omega 3 & Macadamia Oil + DHA Omega-3 250ml bottles

These are edible oils for the whole family fitted with an easy pour spout.

For adults, DHA has been associated with aiding memory formulation, supporting in the prevention of Alzheimer's disease, alleviating depression, and maintaining cardiovascular health.



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About Forbidden Foods Ltd

Forbidden Foods Ltd (ASX: FFF) is a multi-brand premium food, beverage and ingredients company focusing on the infant, toddler, health and plant-based markets. The Company was established in 2010 with a vision to provide the very best foods to meet growing consumer demand for clean, sustainable plant-based and health-oriented products. The business sells products via its two key brands – Sensory Mill and FUNCH®—direct to consumer, retailers and food service companies, fulfilled through its distribution partners and via e-commerce across its diverse national and international sales channels.