

Forbidden Foods Limited ASX: FFF

ASX Announcement

3 October 2022

Blue Dinosaur[®] secures major ranging and completes first production in the United States

Forbidden Foods Ltd (ASX:FFF) ("Forbidden Foods" or "the Company") is pleased to provide the following update on key milestones achieved by Blue Dinosaur[®] in the United States.

Key Highlights

- Blue Dinosaur[®] has secured ranging with Associated Food Stores in the United States, a retailer cooperative supplying more than 500 retailers across the Intermountain West, including stores throughout Utah, Arizona, Idaho, Colorado, Montana, Oregon, Nevada, and Wyoming.
- Associated Food Stores services a diversified store base including key banners Harmon's, Lin's, Dan's Fresh Market, Macey's, Fresh Market and Dick's Fresh Market.
- Associated Food Stores will be fulfilled via KeHE, the Company's recently established major distribution partner which was announced in September 2022.
- On the back of successful manufacturing trials of Blue Dinosaur[®] bars in the United States in May 2022, the Company has successfully completed its inaugural production run of four key SKUs.
- The Blue Dinosaur[®] range is Non-GMO Certified and focussed on healthy indulgence with all products plant-based, grain free, gluten free and containing nothing artificial.

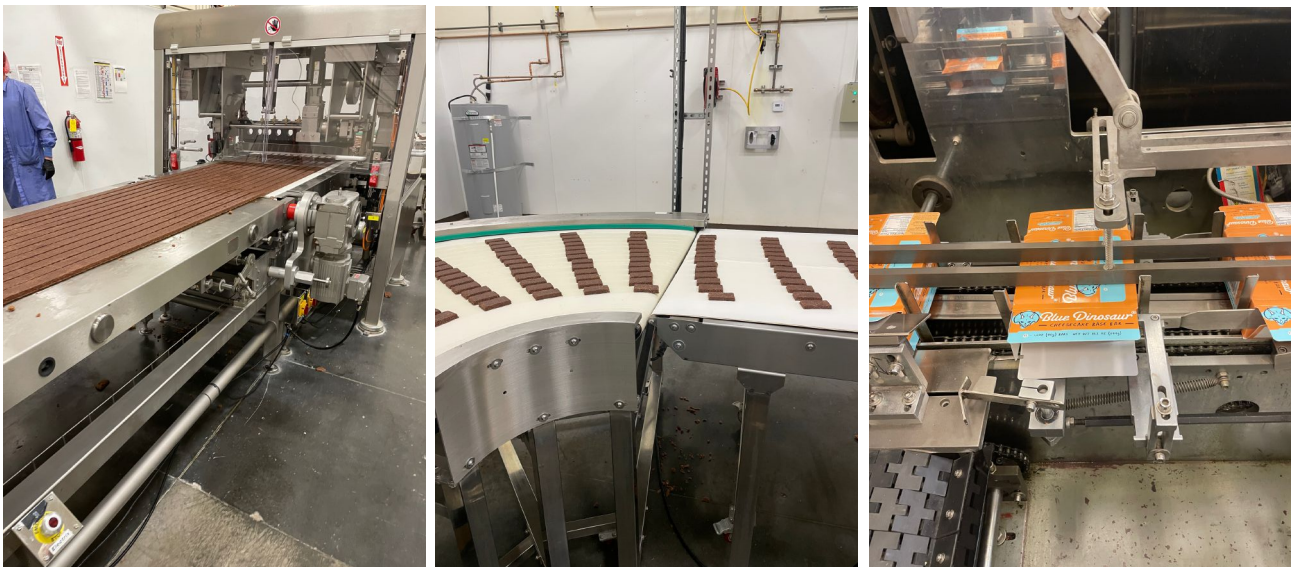
Forbidden Foods Chief Executive Officer, Marcus Brown said: *"We are incredibly excited to have our Blue Dinosaur Range begin rolling out to Associated Food Stores banner retailers. These are very high-quality stores, in fantastic locations and have been early-stage launch partners for many of today's largest US brands. This milestone ranging shows our commitment to expanding our US retail distribution footprint quickly and with strong retail partners."*

Speaking with the Associated Food Stores buyers, they were excited to see us deliver a modern, healthy, challenger brand in Blue Dinosaur to the bar category that provides exciting flavour profiles and is all natural and Non-GMO Certified. They particularly liked our iconic Aussie flavour Lamington bar, so we are proud to be showing some Aussie innovation."

As part of our US retail expansion, we completed the first US major production run of our Blue Dinosaur snack bars, this went extremely well, and we've now commenced preparing stock for our distribution partners KeHE for fulfilment.

We also showcased the US produced Blue Dinosaur range at Natural Products Expo East in Philadelphia and continue to receive strong interest, with a number of direct discussions with large US retailers now underway to continue scaling store numbers and sales in the US."

US Production Highlights of the Blue Dinosaur® Range:



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

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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, snacking 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 three key brands – Blue Dinosaur®, FUNCH® & Sensory Mill® – 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.

About Associated Food Stores

Associated Food Stores was established in 1940 when 34 independent retailers joined together to battle high supplier costs and competition from large chain stores. That fighting spirit has continued to help the grocery wholesaler grow over the last 75 years. With a focus on independent retailers, AFS has changed the way these retailers operate and allowed them to prosper.

Forward Looking Statements

This announcement contains certain forward-looking statements that are based upon information and assumptions known to date and are subject to various risks and uncertainties. Actual results, performance or achievements could be significantly different from those expressed in or implied by these forward-looking statements. Such forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties, and other factors, many of which are beyond the control of the Company. These factors may cause actual results to differ materially from those expressed in this announcement.