

Forbidden Foods Limited ASX: FFF

ASX Announcement

14 October 2022

## Blue Dinosaur<sup>®</sup> lands multiple supermarket banners in the United States

Forbidden Foods Ltd (ASX:FFF) ("Forbidden Foods" or "the Company") is pleased to provide the following update on Blue Dinosaur<sup>®</sup> in the United States.

### Key Highlights

- Blue Dinosaur<sup>®</sup> has secured ranging in 375+ stores through two supermarket banners in the United States – Fresh Thyme Market ("Fresh Thyme") and ShopRite Supermarkets ("ShopRite").



- Both supermarket banners will stock all 4 Blue Dinosaur<sup>®</sup> SKUs which have recently been manufactured in the United States
- Fulfillment will be handled via KeHE, the Company's recently established major distribution partner which was announced in September 2022.

**Forbidden Foods Chief Executive Officer, Marcus Brown said:** "We are extremely excited to have our Blue Dinosaur<sup>®</sup> range roll out through Fresh Thyme Market and ShopRite. These are two very high-quality supermarket banners, with fantastic locations and are at the forefront of natural, fresh and health retailing in the US.

"These two milestone rangings in quick succession highlights the opportunity for Blue Dinosaur<sup>®</sup> in the United States. Having recently spent two months in the United States meeting with various buyers, I have seen first-hand how strongly the brand resonates with consumers in the United States, an opportunity we are committed to continue to exploit to our advantage."

## Fresh Thyme

Fresh Thyme Market is a supermarket banner partially backed by US retail giant Meijer, one of the largest private companies and retailers in the United States, which has been an investor since the specialty retailer's founding.

Fresh Thyme is a full-service specialty retailer rapidly growing across the Midwest which focuses on offering value-oriented, fresh and healthy products through their approximately 75 stores throughout Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, Missouri, Nebraska, Ohio, Pennsylvania and Wisconsin.

Fresh Thyme runs farmers market-style stores with a clear and authentic message to provide support for those looking for real solutions for wellness, stocking an assortment of products tailored to customers following vegan, paleo, keto, vegetarian or gluten free diets.

## ShopRite

ShopRite is the largest retailer-owned cooperative in the United States and the largest employer in New Jersey.

ShopRite is a retailers' cooperative chain of supermarkets in the North-eastern United States, operating throughout the states of New Jersey, New York, Maryland, Connecticut, Delaware, and Pennsylvania. ShopRite consists of 50 individually owned and operated affiliates with more than 300 stores, all under its corporate and distribution arm, Wakefern Food Corporation.

ShopRite is committed to providing fresh, quality foods in a shopping environment where customers feel welcomed and respected, a hallmark of the brand for more than seven decades.

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

[marcus.brown@forbiddenfoods.com.au](mailto:marcus.brown@forbiddenfoods.com.au)

#### Craig Sainsbury

Investor & Media Enquiries

[craig.sainsbury@marketeye.com.au](mailto:craig.sainsbury@marketeye.com.au)

### 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<sup>®</sup>, FUNCH<sup>®</sup> & Sensory Mill<sup>®</sup> – 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 Fresh Thyme Market

Fresh Thyme Market operates approximately 75 stores in Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, Missouri, Nebraska, Ohio, Pennsylvania and Wisconsin. The company is No. 93 on Progressive Grocer's 2020 PG 100 list of the top grocers in the United States.

## About ShopRite Supermarkets

ShopRite is a retailers' cooperative of supermarkets with stores in six states: Connecticut, Delaware, Maryland, New Jersey, New York, and Pennsylvania. Based in Keasbey, New Jersey, ShopRite consists of 50 individually owned and operated affiliates with over 300 stores, all under its corporate and distribution arm, Wakefern Food Corporation. Wakefern itself owns and operates 28 of the locations through subsidiary ShopRite Supermarkets and is the largest affiliate within the cooperative. Several Wakefern members own and operate single ShopRite stores, while most own multiple locations.

## 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.