

Forbidden Foods Limited ASX: FFF

ASX Announcement

2 December 2022

## Forbidden Foods continues strong progress with Blue Dinosaur® range

Forbidden Foods Ltd (ASX: FFF) (“Forbidden Foods” or “the Company”) is pleased to provide the following update on activities underway to accelerate sales and the international expansion of the Company’s leading Blue Dinosaur® range.

### Highlights

- *First sample purchase orders for US Blue Dinosaur® stock secured with additional orders from large retail groups anticipated in the coming weeks*
- *Integration with US distribution partner, KeHE Distributors now complete – Electronic Data Interchange now finalised to ensure seamless orders from major US retailers*
- *Blue Dinosaur® bite range rolled out into Coles stores across Australia – the rollout to WA has been delayed and is expected to be completed in January 2023.*
- *The bite range in Coles is currently stocked in the ‘Food to Go’ sections, which has a high level of foot traffic. Initial feedback from the buyer shows the product is exceeding their expectations.*
- *New SKU ranging in Coles is anticipated to underpin further domestic sales increases over coming months*
- *Blue Dinosaur® Australian ecommerce channels delivered strong growth during November 2022 – sales up 110.9% to \$73k during November when compared to the previous corresponding period (November 2021 sales: \$34k)*
- *Strong online sales growth underpinned by Black Friday and Cyber Monday promotional events – events were complemented with a digital advertising focus to existing data base, highlighting the Company’s loyal and active audience*
- *Halal certification granted for Blue Dinosaur® range from the Islamic Coordinating Council of Victoria allowing for international expansion into Malaysia and Indonesia*
- *Certification now effective over 21 stock keeping units (“SKU”) in the Blue Dinosaur® range with work underway in collaboration with the Company’s distributor to increase ranging and orders internationally*

**Forbidden Foods’ Chief Executive Officer, Marcus Brown said:** *“The Company has made significant progress in the recent weeks, which has laid a very strong foundation for the international expansion and sales growth of Blue Dinosaur®.*

*“Following an ongoing review of marketing initiatives and ecommerce channel optimisation, the Company has achieved a strong increase in Australian online sales, which are expected to increase during the busy Christmas period. This is complemented by ongoing product uptake across major Australian retail stores and ranging in much higher foot traffic sections of supermarkets.*

*“Further, being granted Halal certification has allowed the Company to explore the opportunity of expanding into Malaysia and Indonesia. These are large markets in reasonable proximity to Australia, which can be supplied almost immediately. Work towards orders and ranging with retailers is well progressed through our distribution partners in the region.*

*“Work alongside KeHE has also advanced rapidly, having completed all required EDI interface integration. Sample orders for Blue Dinosaur® US stock have been received and we anticipate first orders from large retail groups shortly.”*

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

**For further information, please contact:**

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## **About Forbidden Foods Ltd**

Forbidden Foods Ltd (ASX: FFF) is a multi-brand premium food company focusing on the infant & toddler and health & wellness plant-based markets. The Company was established with a vision to provide the very best foods to meet consumer demand for clean, sustainable, plant-based and healthy products. The business sells products via its three brands – Blue Dinosaur®, FUNCH® and Sensory Mill®