

**ASX Announcement:** 09 February 2023

## **Partnership between TasFoods Ltd and Australian Pure Fruits / The Juice Guys**

TasFoods Limited (ASX:TFL) today announces an agreement to exclusively distribute in Tasmania the beverage portfolio of The Juice Guys, a division of Australian Pure Fruits, a premium beverage business based in South Australia.

As part of TasFoods strategic reset in 2022, we established four pillars of growth. Fortress Tasmania was a main area of focus as we look to capitalise on our home-grown advantage. Leveraging our strong logistics network and improved capability we are now in a position to partner with businesses to bring a range of beverages to the market.

Chief Executive Officer of TasFoods Ltd, Scott Hadley said ‘We are extremely proud to be partnering with The Juice Guys in Tasmania. It’s a perfect fit for both businesses as we leverage our inherent distribution strength to range their fantastic portfolio of beverages. We have already received strong feedback from our customers that they welcome our increased presence in this category and we look forward to mutual growth in the years ahead.’

National Sales Manager of Australian Pure Fruits, Roger Gentile said ‘As we are looking to grow our range of juices and smoothies across Australia, partnering with TasFoods made complete sense. We share similar values and want all consumers across Australia to be offered our range of premium products. We look forward to many years of sustained success with our new found partnership.’



TasFoods has far reaching distribution and logistics capability In Tasmania anchored within our Betta Milk business, which we will continue to leverage to increase the range of products offered to our customer base. In addition to this new partnership, we will continue to partner with The Alternative Dairy Co, a division of Sanitarium Health Food Company, where we distribute their range of Alternative milk products throughout Tasmania. Full implementation of our new ERP system, SAP Business One, will only enhance our ability to efficiently partner in the future.

Authorised for ASX release by the Board of Directors of TasFoods Ltd.

**TasFoods contact**  
Scott Hadley  
Chief Executive Officer  
+61 3 6331 6983