

**ASX Announcement:** 28 March 2023

## **Partnership between TasFoods Ltd and The Udder Way**

TasFoods Limited (ASX:TFL) today announces an agreement to partner with The Udder Way to sell and distribute milk within Tasmania.

Continuing TasFoods strategic reset, this partnership helps to solidify our 'Fortress Tasmania' pillar of growth as we maintain a focus on our home-grown advantage. Leveraging our excellent customer relationships, strong logistics network and improved capability we can now help bring this Tasmanian innovation to more customers and consumers.

The Udder Way is an exciting Tasmanian success story. With the average café using over 10,000 milk bottles a year, this innovation helps to reduce this burden on customers and the environment. The Udder Way system saves time, money and the planet.

Chief Executive Officer of TasFoods Ltd, Scott Hadley said 'We are extremely proud to be partnering with The Udder Way. Leveraging our outstanding customers relationships and inherent distribution strength we can help grow the usage of this innovative system to ensure our customers operate more efficiently and have a positive impact on the planet. We have received strong feedback from our customers that they welcome our partnership with The Udder Way and we look forward to accelerated growth in the usage of this system in the years ahead.'

Founder and Managing Director of The Udder Way, Ed Crick said 'Our mission is to eliminate single use plastics globally and this partnership with TasFoods is the next phase of helping us achieve this goal. As Tasmanian's, we are excited to be partnering with another Tasmanian based business and their iconic brands, Betta Milk and Pyengana Dairy. We look forward to many years of sustained success with our new found partnership.'



TasFoods has widespread 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 the future.

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

### **TasFoods contact**

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