

Forbidden Foods Limited ASX: FFF

ASX Announcement

5 April 2023

Blue Dinosaur[®] secures nationwide ranging with Travel Retail Leader Lagardère

Forbidden Foods Ltd (ASX: FFF) ("Forbidden Foods" or "the Company"), is pleased to advise it has secured a new ranging agreement for Blue Dinosaur[®] with Lagardère Travel Retail ("Lagardère").

Lagardère is a global leader in the travel retail industry, operating over 5,000 stores across 42 countries specialising in offering customers and partners a unique experience, which includes 150 retailers across Australia and New Zealand under core store banners including NewsLink, Relay and Watermark amongst others, located across 26 airports.

Lagardère will become a major stockist of Blue Dinosaur[®], agreeing to an initial range of 8 SKUs including a combination of snack bars, protein bars, peanut butter bars and bites. There are no minimum order volumes specified in the agreement and stock will be drawn from the Company's existing distribution networks. Forbidden Foods will support Lagardère through a tailored promotional program and marketing initiatives to accelerate sales.

The new agreement with Lagardère, along with the range extension for Blue Dinosaur[®] in WHSmith (see ASX announcement 2 April 2023), ensures Blue Dinosaur[®] is in front of the more than 11.5 million monthly passengers travelling through the top 20 airports across Australia.

Forbidden Foods' Chief Executive Officer, Marcus Brown said: *"Securing this agreement with Lagardère, on the back of the range extension with WHSmith, ensures we have a significant range of Blue Dinosaur[®] products on shelf in these high-volume airport retail outlets."*

"The exposure of the Blue Dinosaur[®] brand in these outlets coupled with targeted in-store marketing activities provides us a great opportunity to get our product into the hands of many new consumers. We look forward to working alongside both Lagardère and WHSmith to increase awareness amongst travellers visiting their multiple shopfronts across their airports locations, particularly as the Australian travel industry recovers quickly to pre-pandemic levels."

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 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[®].

About Lagardère Travel Retail

One of the two divisions of the Lagardère group, Lagardère Travel Retail is a pioneering global leader in the travel retail industry. Through locally empowered teams and value-creating partnerships, Lagardère Travel Retail develops comprehensive and authentic travel experiences. Operating over 5,000 stores across Travel Essentials, Duty Free & Fashion and Foodservice in airports, railway stations and other concessions in 42 countries worldwide, Lagardère generated €5.2bn sales in 2022.