

ASX Announcement

Forbidden Foods Limited ASX: FFF

21 November 2024

## Ranging secured for new Oat Milk Goodness coffee protein product in over 450 Woolworth stores

### Key Highlights

- *New OMG coffee protein product now on shelves in 456 Woolworths supermarkets and metro locations across Australia – marks third OMG stock keeping unit ranged across the Woolworths group*
- *Expansion into Woolworths follows recent ranging of product in 130 Ampol Foodary locations and launch of ecommerce channels*
- *Increase in points of sale anticipated to underpin ongoing sales growth – October 2024 sales were up 44% on September to \$360,000 across the combined entity*
- *Negotiations with additional, large retail groups around additional stocking well advanced*
- *Corporate sponsorship agreement with professional netball team secured to broaden Blue Dinosaur product awareness across key demographic*
- *Sponsorship opportunity will generate exceptional collateral and exposure aimed at the Company's key consumer demographic via a significant and unique route to market*

Forbidden Foods Ltd (ASX: FFF) ("Forbidden Foods" or "the Company") is pleased to advise that it has secured ranging for its new Oat Milk Goodness ('OMG') coffee flavoured protein product in 456 Woolworths supermarkets and metro stores across Australia.

The Company has also executed a corporate sponsorship agreement with professional Australian netball team, the Melbourne Mavericks, to drive increased exposure in the better-for-you FMCG market category.

### New ranging in 450 Woolworths stores nationwide:

The new 350ml ready-to-drink product was launched in October (refer ASX announcement: 31 October 2024) and contains 20g of plant-based protein per serve. It is made with the Company's innovative oat and olive oil base and contains only natural ingredients. Notably, the new SKU contains less than half the sugar per 100ml, when compared to competitors.

The new ranging broadens OMG's footprint within the Woolworths network and complements OMG's Choc Oat protein and barista blend oat milk products, which are stocked across Woolworths stores across Australia. It also follows ranging of the new SKU in 130 Ampol Foodary stores (refer ASX announcement: 31 October 2024).

The Company is confident that increased ranging will underpin future sales growth, building off positive demand trends for its existing protein range across the group's major retail network partners. Forbidden Foods achieved monthly sales of \$360,000 during October, which marked a 44% increase on September 2024 and an over 70% increase on October 2023 sales.

## Corporate sponsorship executed with the Melbourne Mavericks:

To broaden awareness of the Company's Blue Dinosaur range, Forbidden Foods has executed a corporate sponsorship agreement with the Melbourne Mavericks. As part of the agreement, Forbidden Foods will sponsor the Melbourne Mavericks and marque player Eleanor Cardwell, who will act as brand ambassador for Blue Dinosaur for the 2025 season, which runs through April and July.

Under the terms of the sponsorship, the Blue Dinosaur logo will be featured on the player's warm up top for the duration of the season, providing excellent brand exposure. Further, the Company will be given the opportunity to utilise the player for three hours of marketing initiatives, alongside a number of other benefits including targeted advertising via SEN radio.

Alongside this, Forbidden will be able to display its product suite and undertake product sampling at the club's fan days in 2025. The Mavericks will also script, film and produce four bespoke videos featuring Blue Dinosaur products and its players which will be distributed across the clubs growing social media profiles.

The Melbourne Mavericks agreement broadens the Company's existing sponsorship footprint in the sports and fitness sector, and marks a strategic decision to increase its exposure to netball more broadly, given the demographic presents a large addressable market of female consumers in the better-for-you FMCG segment. There is an estimated 7.9m people interest in netball, with eight of 10 Australian families involved in the sport. 81% of game day attendees are female, unlocking a unique and significant marketing channel for the Company.



**Image:** Melbourne Maverick's marque player Eleanor Cardwell and the proposed Company branding on club uniform

## Management commentary:

Forbidden Foods' Chief Executive Officer, Alex Aleksic said: *"To have secured ranging across over 450 Woolworths stores for OMG's recently launched coffee protein SKU is a major milestone. Pleasingly, OMG now has three products in the broader Woolworths group and we are confident this will underpin sales growth over the coming months. Negotiations with a range of other stockists are very well advanced and we look forward to providing additional updates as our footprint grows."*

*"To broaden exposure of the Company's Blue Dinosaur brand, Forbidden has also secured a corporate sponsorship agreement with burgeoning professional netball team, the Melbourne Mavericks. This agreement will target our major demographic and provide excellent brand positioning, which we intend to capitalise on over the summer months and beyond."*

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## About Forbidden Foods Ltd

Forbidden Foods Ltd (ASX: FFF) is a health & wellness food company. The Company was established with a vision to provide engaging brands that provide the very best foods to meet consumer demand for clean, sustainable and healthy products.