



**THE FOOD
REVOLUTION
GROUP**

ASX Announcement

9th December 2020

Year to date sales up 19.4% to \$16.4m

The Food Revolution Group Limited (ASX: FOD, or 'the Company') is pleased to update the market on recent operational activity and sales volumes.

Highlights

- **YTD sales to 30 November of \$16.4m up 19.4% vs previous corresponding period continuing the strong trading conditions for FOD's juice range in FY21**
- **The Company's key brand, Original Juice Co Black Label, continues to grow market share with sales up 21% over past 6 months**
- **A 'Summer Consumer' campaign with Woolworths commences next week to support the launch of OJC Quenchers. OJC cold pressed range performing well in Coles.**
- **Successful placement of \$4m to institutional and sophisticated investors leaves Company in a strong position to support the rollout of Juice Lab wellness products, build brand awareness of the Original Juice Co and drive further operational efficiencies**
- **Company looking to further expand its product range with the launch of various functional beverages, gels and powders in 2021 including wellness shots**

Food Revolution Group CEO and Managing Director, Tony Rowlinson, commented *"The performance to date of our fresh and functional juices has been superb. Our Original Juice Co Brand continues to outperform the market with the base range of OBL orange juices benefiting from increased consumer purchasing sentiment towards food & beverages that provide immunity support and increased awareness of healthier alternatives. We are also fortunate that our new Branding and initiatives have been well received by the Australian consumer.*

The increased demand for our key products coupled with continued operational performance improvements at our Mill Park production facility is delivering substantial improvements in our operating margins.

Regarding supply, our contracts with the major fruit growers are working extremely well with improved supply predictability, with strong yields from crops providing high-quality fruit.

With the Company moving into our peak juice selling period and with added consumer support, we are looking forward to an excellent summer."

This announcement was authorised by FOD Board

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About The Food Revolution Group

The Food Revolution Group Limited (ASX: FOD) is an Australian-based food processing company that uses a combination of conventional juice processing equipment and custom-developed equipment and processes to manufacture a range of high-quality juices, fibres, infused fruits and fruit waters that are sold as branded products or ingredients to customers domestically and overseas.

FOD uses a range of processing technologies, including Current Counter Extraction (CCE) technology which was developed in conjunction with Australia's CSIRO to extract juice from fruit and vegetables. Its processing facilities are located in Mill Park, Victoria.

FOD is aiming to generate shareholder value through exploring opportunities for growth in the functional food, beverage and nutraceutical markets in Australian and key international markets, including China.