



**THE FOOD
REVOLUTION
GROUP**

ASX Announcement

26th March 2021

FOD gathers momentum in \$650m Australian Health & Wellness Market

The Food Revolution Group Limited (ASX: FOD, or 'the Company') is pleased to update the market on the roll out of Juice Lab "Wellness Shots"

Highlights of launch to date

- **Juice Lab wellness shots now ranged in over 1,000 stores**
- **Sales in Coles stores exceeding expectations after 4 weeks of availability**
- **Woolworths have signed on the range with availability in May across both Woolworths and Woolworths Metro stores**
- **Metcash list range with Foodland & Ritchies availability in April and allocation to be provided for all other IGA stores**
- **Drakes in South Australia have also agreed to range in their stores and Distribution Centre**

The acceptance of the range by Woolworths and Metcash/ IGA this past week, is a massive break through for FOD in establishing the company as a player within Health & Wellness market in Australia.

With the dramatically increased consumer demand for preventative foods & beverages, Juice Lab is the 1st to market with an all natural, plant based wellness shot.

Although the market is well established in the US, worth over U\$4.8Bn, the 'wellness shot' category in Australia is in its infancy.

CEO Tony Rowlinson commented, *"We are delighted as to the positive response to Juice Lab Wellness shots by our retail partners. Having FOD's largest customer Woolworths onboard is a fantastic outcome.*

The initial consumer offtake in Coles has been excellent and the team have done a good job meeting the increased demand. With consumers globally seeking products that deliver against immunity and provide functional benefits due to COVID- 19, we are well positioned with our extended range of wellness beverages and carbonated beverages to be rolled out into the market.

Getting the Juice Lab shots ranged, provides us with the catalyst to introduce extended Juice Lab offerings.”

The initial range includes:

- Juice Lab “Focus” which contains Ginseng, guarana, calamansi & ginger
- Juice Lab “Immunity” which contains Ginseng, turmeric & ginger
- Juice Lab “Digest” containing apple cider, acacia & wheatgrass



This announcement was authorised by FOD Board

For more information, please contact:

Tony Rowlinson
CEO & Managing Director
+61 (03) 9982 1451

Steven Cail
CFO
+61 407 822 084

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, wellness beverages and supplements 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 Australia and key international markets.