

## THE HEALTHY MUMMY TO BE RANGED IN WOOLWORTHS NATIONALLY

2 November 2022

Halo Food Co. Limited (ASX:HLF) ("**Halo**" or the "**Company**") is pleased to announce its 100% owned subsidiary The Healthy Mummy ("THM") is to have products ranged nationally in Woolworths supermarkets in Australia ("Woolworths").

As a key growth pillar of THM, Halo has been spearheading a retail ranging campaign of THM products into major grocery and mass market retailers. THM participated in the Woolworths sports and diet range review and has received confirmation of ranging of three core THM powdered smoothie products from the first quarter of calendar year 2023.

The sales value of the products to Halo is forecast to be approximately \$2,500,000 in the first year.



*THM multi-sachet pack and vanilla and chocolate smoothies to be ranged in Woolworths nationally*

The THM products are to be manufactured in Halo's Melbourne facilities.

Jourdan Thompson, Halo's CEO, commented, "The Healthy Mummy is a strong brand in the lucrative mothers health and wellness category and the immediate success and confirmation of national retail ranging in Woolworths validates the brand and the strength of the Healthy Mummy following. We look forward to working closely with Woolworths on the product activation in store and growing the retail product offering."



Release of this announcement was authorised by the Halo Board of Directors.

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### Further Information

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### About Halo Food Co. Limited

Based in Sydney and Melbourne, Australia and Christchurch, New Zealand, Halo Food Co. Limited is an established brand owner, manufacturer and exporter of formulated health and wellness products. Halo Food Co. is a leading Australian and New Zealand brand owner, developer and manufacturer in the health and wellness sector, with dry powder, ready to drink UHT and protein bar health and wellness-based product capability. In addition to Halo Food Co.'s own brands, the company is a trusted production partner, contract packing for well-known brands in Australia, New Zealand and internationally. The Company's purpose-built production facilities in Australia and New Zealand offer a wide range of dairy, health and wellness and nutritional packing solutions, meeting the diverse needs of consumers from different markets and cultures. Please visit [www.halofoodco.com](http://www.halofoodco.com) for further information.

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