

## THE HEALTHY MUMMY RECEIVES FIRST ORDER FROM WOOLWORTHS

16 January 2023

### Highlights

- The Healthy Mummy has received an opening order from Woolworths for product to be ranged nationally
- The value of the first order totals \$291,000
- Product to be in Woolworths stores from late January 2023

Halo Food Co. Limited (ASX:HLF) (“**Halo**” or the “**Company**”) is pleased to announce its 100% owned subsidiary The Healthy Mummy (“THM”) has received the first order from Woolworths for three core THM powdered smoothie products into Woolworths.

Woolworths have placed an opening purchase order for \$291,000 and products will be in Woolworths national footprint of stores from late January 2023 onwards. The products include an on-the-go variety sachet pack and vanilla and chocolate tummy smoothies and have been manufactured in-house at Halo’s Melbourne facilities.

As per the market announcement on 2 November 2022, the expected sales value of the THM products into Woolworths is forecast to be approximately \$2,500,000 in the first year.

Retail distribution for The Healthy Mummy is a key growth objective for 2023 and Halo has been spearheading a retail ranging campaign of THM products into major grocery and mass market retailers. Halo looks forward to updating the market on further retail ranging and product expansion in due course.

Jourdan Thompson, Halo’s CEO, commented, “It is exciting to see the strength of the opportunities for retail ranging of The Healthy Mummy products and the fast execution into store, utilising Halo’s brand and manufacturing know how. The Halo team looks forward to working closely with Woolworths on the product activation and enabling its success in store while continuing to build the strength of The Healthy Mummy brand.”



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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