



**ASX ANNOUNCEMENT**

12 December 2017

## **ESENSE-LAB TO ENTER AUSTRALIAN BEER MARKET**

- eSense signs MOU with Australian Brewer, Young Henry's Brewing Company Pty Ltd
- Further increases its footprint into the lucrative Food & Beverage ("Edibles") and Alcohol sectors

Life sciences company **eSense-Lab Ltd** ("**eSense**" or the "**Company**"), (**ASX: ESE**), is pleased to announce that it has executed a Memorandum of Understanding (MOU) with Australian Brewer, Young Henry's Brewing Company Pty Ltd ("YHB"), for the development of a terpene infused line of beer ("Product").

Young Henry's is both a Brewery and Distillery, offering an array of craft beers and ciders under their core range, as well as seasonal and limited releases and collaborative brews. YHB has also released its "New World" Australian Gin utilizing techniques from both brewing and distillation. YHB has won numerous awards both internationally and locally, and its range of beers, ciders and spirits are available across the country at specialty stockists, and hotels and bars.

Under the terms of the agreement, eSense and YHB will collaborate in the development of a terpene based line of beer, with the intention to enter into a further definitive agreement on finalization of the Product, stipulating the material aspects to the agreement. Terpenes are organic compounds found in plants responsible for flavor and fragrance, along with many health and medical benefits. Each party will retain its respective intellectual property (IP) rights.

Having already produced the optimum terpene ratios for its chocolate product through its collaboration agreement with Healthy Chocolate Florida, eSense anticipates to be able to rapidly translate its "know how" to beverage and alcohol applications, and the Company already believes to have achieved the near desired ratios based on the continuous R&D conducted over the previous months.

eSense-Lab products, via their highly specialised manufacturing, will importantly preserve the key properties of its terpenes' quality and integrity (integral for the health and medical benefits achieved from terpenes), for the Company's proprietary medical cannabis strains; as well as ensuring the highest quality aromas, taste and feel of the strains.

**Commenting on the announcement, eSense-Lab's CEO Haim Cohen, said:** "The cannabis infused Food & Beverage and alcohol markets are growing at a tremendous rate, and our unique and patented technology allows us to produce an unmatched product in terms of quality and usability, and importantly without restriction or regulation in any territories, whilst still maintaining the complete cannabis terpene profile and their associated benefits."

**Ends**

To learn more about Young Henry's visit <https://www.younghenrys.com>



## **About eSense-Lab**

eSense-Lab (ASX: ESE) is a life sciences company specialising in the commercialisation of the phytochemical profiling of plants. The Company combines genetics, mRNA, protein expression and phytochemical profiles to generate a comprehensive model of rare or high value plants. eSense-Lab can then use this model to 'reverse engineer' a terpene profile, which is a naturally occurring formulation of different individual terpenes which together account for many of the plant's health and medical benefits, whilst also exactly replicating the flavour, fragrance and other desired characteristics of the targeted plant, at a more sustainable and cheaper cost.

To learn more about eSense – Lab, visit [www.esense-lab.com](http://www.esense-lab.com)

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