



## Holista Secures First Confirmed Order To Supply Patented Mix For Low-GI Noodles

- **First order, worth US\$250,000, represents major breakthrough into global noodles market;**
- **Initial shipment will begin from Malaysia starting end February 2018; subsequent shipments will be from Canada and India**
- **First year order confirmed at US\$6 million; orders projected to rise to US\$12 million in 2019 and US\$25 million in 2020**

**22<sup>nd</sup> February 2018** - Holista CollTech Ltd ("Holista") (ASX: HCT) announced that its U.S. subsidiary, Holista Foods Inc ("Holista Foods") has secured a maiden order of US\$250,000 from Wing's Food Products – North America's leading noodle supplier – to supply a patented clean label (all natural and minimally processed) mix for healthier noodles with a low Glycemic Index ("GI") of 38.

The order was secured under an agreement between Holista Foods and Wing's which is based in Ontario. Holista has an agreement to license and share profits with its 74% controlled subsidiary Holista Foods USA which is based in Buffalo, New York and headed by CEO and Celebrity Chef, Ms Nadja Piatka.

The patented mix comprises all-natural ingredients - okra (ladies' fingers), lentils, barley and fenugreek. Holista will ship the first portion of the order out of Malaysia, by the end of February 2018. Subsequent shipments will be made from Canada and India as this would be logistically and economically more viable. This is also trial order for all parties concerned to develop the needed supply chains as the business is scaled up.

This initial shipment is the start of the three-year agreement signed recently between Holista and Wing's, which is based in Ontario, Canada. In this deal, Wing's expects to order US\$6 million from Holista in 2018, with orders rising to US\$12 million 2019 and to US\$25 million in 2020.

The sales order marks Holista's entry into the billion-dollar global noodle market. According to Grand View Research, the global pasta and noodles market size was valued at USD 59.6 billion in 2016 and is expected to grow at a compounded annual rate of 3.6%. The U.S. noodle market alone is worth US\$270 million – the world's sixth-largest market for instant noodles. In 2016, the World Instant Noodles Association reported 97.5 billion servings consumed around the world.

Noodles account for 50% the world's supply of wheat compared to 25% for bread.

### **ABOUT GLYCEMIC INDEX**

Developed by Holista Foods USA and supported by Diabetes Canada, the patented formula recorded a GI reading of 38 in independent tests by Glycemic Index Laboratories - well below the global average of 60. The reading indicates the rate in which foods containing carbohydrates raise human blood sugar levels, with a lower score indicating healthier food.

For more info: <https://www.gisymbol.com/about-glycemic-index/>

### **ENDORSEMENT**

The noodles are endorsed by the Glycemic Index Foundation <https://www.gisymbol.com/product/holista-noodles> and follows the guidelines and recommendations of Diabetes Canada. <https://www.diabetes.ca>



An 85-gram serving of noodles contains 11 grams of protein, 3 grams of fibre, 0 sugar while being low in sodium and cholesterol and provides sustained energy. The noodles cook in just 3 minutes.

Neal Lee, President of Wing's, said: "As a company that prides itself as a quality food supplier, Wing's is proud to be the first major noodle manufacturer in the world to launch a dedicated low-GI noodle. We believe that this order is the first of many more breakthrough low-GI products and we look forward to a long-term partnership with Holista."

Nadja Piatka, CEO of Holista Foods, said: "The order from Wing's is the first step to global acceptance of a healthy version of noodles without compromising taste or texture. We are grateful to Wing's for this partnership and we look forward to more partnerships in the near future."

Dr Rajen Manicka, Chairman and CEO of Holista, said: "With the first order and shipment to Wing's we are finally rolling out the first of our low-GI product range that is both healthy and affordable. We look forward to receive more orders from other leading noodle markets in Asia, especially China and Indonesia as we continue to improve our sourcing and logistics."

**-END OF PRESS RELEASE-**

#### **About Holista CollTech Ltd**

Holista CollTech Ltd ("Holista") is a research-driven biotech company and is the result of the merger of Holista Biotech Sdn Bhd and CollTech Australia Ltd. Headquartered in Perth with extensive operations in Malaysia, Holista is dedicated to delivering first-class natural ingredients and wellness products.

Holista, listed on the Australia Securities Exchange, researches, develops, manufactures and markets "health-style" products to address the unmet and growing needs of these time. Holista's suite of ingredients is capable of serving the industry to provide low-GI baked products, low sodium salt, low fat fried foods and low calories sugar without compromise in taste, odour and mouth feel. It is the only company to produce sheep (ovine) collagen using patented extraction methods.

#### **About Holista Foods Inc**

Holista Foods Inc. is 74% owned by LiteFoods Inc which is 53% owned by Holista CollTech Limited. The balance of Holista Foods is owned by Nadja Piatka and Nadja Foods. Holista Foods, Inc. is based in Buffalo NY. For more information on Holista Foods: [www.holistafoods.com](http://www.holistafoods.com)

#### **About Wing's Food Products**

Wing's Food Products ("Wing's") is a family business founded in 1953 that began supplying noodles, wraps and sauces to the Asian restaurant industry and has grown to become a major Canadian manufacturer of noodles, wraps and cookies to retail, food service and B2B with operations in Toronto, Ontario and Edmonton, Alberta.

For more information on Wing's, please visit: [www.wings.ca](http://www.wings.ca)

**For further information, please contact:**

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