



**THE FOOD  
REVOLUTION  
GROUP**

ASX Announcement

24 September 2020

## **New wellness range launched with initial \$1m order for Chinese market**

The Food Revolution Group Limited (ASX: FOD, or 'the Company') is pleased to update the market on the launch of Eridani, a premium range of Marine Collagens.

### **Highlights**

- **The launch of Eridani, a premium range of Marine Collagens, marks the commissioning of the Company's state-of-the-art clean room facility in Melbourne.**
- **The Company has received an initial \$1m order from C- Mart, a leading Chinese e-commerce trading platform specialising in healthcare and skincare products.**
- **The marine collagen product range is the first to be launched under the Eridani brand. Eridani uses only 100% natural, sustainable and premium ingredients to deliver a range of health and beauty benefits.**
- **The FOD Health Division has developed an extensive range of products to be rolled out including gels, powders, capsules and liquid-based wellness supplements.**
- **Appointment of Rocky Zou onto FOD Board**
- **FY21 trading conditions across FOD's juice business remain strong with double digit sales growth for July & August on the same period in FY20.**

The Food Revolution Group CEO and Managing Director, Tony Rowlinson, commented *"We are really pleased to secure the first order for our new wellness range Eridani. The Eridani introduction marks the launch of our wellness product range from our state-of-the-art clean room facility in Melbourne. The commissioning of the new facility now enables us to capitalise on the global trend towards wellness supplements, foods and beverages. With our R&D capabilities, marketing and operational skills and now distribution pipeline into China, we are in a good position to deliver shareholder value.*

*The turn-around of FOD continues with the team delivering on the plan in improving operational performance and driving profitability. With improving juice volumes, increased juice prices secured with our major retailers, the security of raw material supply and a focus on operational efficiencies and cost control, FOD is on track, subject to broader macro-economic conditions, to deliver much improved financial performance in FY21."*

Food Revolution Group Chairman, Norman Li, said *"Today is a major Milestone for FOD with the launch of Eridani into the Chinese market. The initial response to the brand has been fantastic with positive initial customer feedback. I would like to congratulate Tony Rowlinson and the team in the commissioning of the new facility and the*

*development and positioning of the Eridani Brand. C- Mart is growing into one of the biggest e-commerce trading platforms in supplying China and C-Mart team is extremely excited in taking on the Eridani brand.*

*On behalf of the FOD Board, I would also like to welcome Rocky Zou as non- Executive director. Rocky has a wealth of sales and marketing experience in selling health and skincare products into the Chinese and Australian markets and will be instrumental in the effective roll out of Eridani onto the C-Mart platform. He is currently Head of Marketing and Sales for Careline. We look forward to his guidance as we build FOD's Chinese Distribution network and effectively engage with the Chinese consumer.*

This announcement was authorised by FOD Board

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**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, infused fruits and fruit waters 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 Australian and key international markets, including China.