



THE FOOD REVOLUTION GROUP

ASX ANNOUNCEMENT

04 APRIL 2016

Product Range Extended through Coles,
Woolworths and Key Australian Distributors



THE **FOOD**
REVOLUTION
GROUP

THE FOOD REVOLUTION GROUP EXTENDS PRODUCT RANGE THROUGH COLES, WOOLWORTHS AND KEY AUSTRALIAN DISTRIBUTORS

HIGHLIGHTS

- Woolworths to extend FOD's *Juice Lab – Pressed Juice* range in April and launch FOD's new carbonated juice range *Mixologist*
- FOD to launch 21 products into Coles stores nationally in April under the *Juice Lab – Limited Edition*, *Juice Lab – Smoothies*, *Juice Lab – Vegessentials* and *Badu* ranges
- In addition, distribution deals signed with BP, Conga Foods, Procal, Norco and PFD "Fresh To Go"
- New deals will distribute FOD products to more than 2,000 retail outlets including Melbourne Airport, and BP service station stores
- FOD expects sales from these new grocery distribution deals to be more than \$15 million, on an annualised basis.

The Food Revolution Group Limited (ASX: FOD, "the Company") is pleased to announce it has signed a number of significant distribution deals with Australian retailers, including major supermarkets Woolworths and Coles, for an expanded product range that will launch this month.

In addition to the agreements with Woolworths and Coles, FOD will increase its distribution into independent supermarkets, convenience stores and cafes from April via distribution agreements with BP, Conga Foods, PFD Fresh To Go, Procal and Norco.

In total, FOD will launch 21 products in mid-April, in addition to its four existing *Juice Lab – Pressed Juice* products, that will be distributed through the above channels.

The successful *Juice Lab* brand will be extended from the current *Juice Lab – Pressed Juice* range to *Juice Lab – Limited Edition* (Limited edition, Grab and Go range), *Juice Lab – Smoothies* (smoothies) and *Juice Lab – Vegessentials* (vegetable juices) ranges.



FOD will also launch new brands *Badu* (infused fruit waters) and *Mixologist* (lightly carbonated juice). See pages 3 to 9 for pictures of the product ranges.

FOD expects incremental sales from these new grocery distribution deals of more than \$15 million, on an annualised basis.

“We are very excited about executing these grocery distribution deals with some of Australia’s biggest and best known retailers that will see our range of existing and newly launched products available across the country,” FOD Chief Executive Officer Bill Nikolovski said.

“These deals will see FOD products distributed through grocery, convenience store and route trade channels across Australia and we expect that having our products available across such a large number of outlets will drive strong sales.”

FOD, which listed on the Australian Securities Exchange in February, is a food and beverage processing company with operations in Mill Park, Victoria and New Zealand. It manufactures superior quality juices, fibres, infused fruits, fruit waters and bioactives for sale as branded products and ingredients into the international food, beverage and nutraceutical markets.

FOD is primarily involved in food and beverage processing in the Fast Moving Consumer Goods (FMCG) sector for customers in Australia and key international target markets, including China, as a provider of naturally functional products.

DISTRIBUTORS

In addition to distribution agreements with Coles and Woolworths, FOD has signed deals with a number of other distributors including:

- *Conga Foods* – A private, family-owned Australian business with offices in Melbourne, Sydney and Adelaide. Conga distributes products nationally. See www.congafoods.com.au
- *Procal Dairies Pty Ltd* – A dairy product distributor who will distribute FOD products through its distribution network in Sydney and Melbourne. See www.procal.com.au
- *Norco* – A Byron Bay-based manufacturer and distributor of dairy products for more than 120 years, who will distribute FOD products through its distribution channels in Queensland and northern New South Wales. See www.norco.com.au
- *PFD Fresh To Go* – A division of the national food distribution company, PFD Food Services, PFD Fresh To Go is a manufacturer and a distributor of quality short shelf life products. See www.pfdfoods.com.au



NEW PRODUCTS











BADU

• INFUSED FRUIT WATER •





MIXOLOGIST





FOR MORE INFORMATION PLEASE CONTACT

Bill Nikolovski

Chief Executive

+61 3 9982 1451

bill@thefoodrevolutiongroup.com.au

Nathan Ryan

Investor/media relations

nathan.ryan@nwrcommunications.com.au

+61 420 582 887

ABOUT THE FOOD REVOLUTION GROUP

The Food Revolution Group Limited (ASX: FOD) is an Australian-based food and beverage processing company that uses a combination of conventional juice processing equipment and custom-development equipment and processes to manufacture a range of high-quality juices, fibres, infused fruits, fruit waters and bioactives 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 and New Zealand.

FOD is aiming to provide shareholder value through exploring opportunities for growth in the functional food and beverage markets in Australian and key international markets.