

ASX Announcement: 7 October 2024

TasFoods Limited (TasFoods, ASX:TFL)

Pyengana Dairy Cheese National Ranging into Coles Supermarket.

Highlights:

- Pyengana Dairy Traditional cheddar cheese ranging in Coles stores commencing 14 October 2024 to build shelf inventory leading into the key festive and entertaining season of October - January;
- Pyengana Dairy Traditional cheddar cheese will be available in 182 Coles stores across Tasmania, Victoria, New South Wales and Queensland;
- Pyengana Dairy cheese business unit strategic review commenced to improve revenue and profitability trajectory of the business;
- Cheese export accreditation progressing.



TasFoods Limited (**TasFoods, ASX:TFL, the Company**) today is pleased to announce the ranging into Coles of the premium branded Pyengana Dairy artisan cheddar cheese. This is a significant achievement in the Pyengana Dairy cheese growth strategy to expand ranging to a wider audience of cheese consumers, particularly via mainland distribution channels.

Pyengana Dairy Traditional cheddar cheese will be available in 182 Coles stores across Tasmania, Victoria, New South Wales and Queensland from 14 of October 2024. Importantly, Pyengana Dairy Traditional cheddar cheese will be ranged in target stores as the festive and entertaining season commences, building critical brand awareness through the Q4 FY24 period.

An independent strategic review was recently commenced with the aim of setting a pathway to improve revenue and profitability of the Pyengana Dairy cheese business. A further update of this strategic review will be provided at year end.

As part of the growth strategy, full export accreditation continues to progress and we expect that if granted it will provide an avenue for future sales growth in Pyengana Dairy.

Pyengana Dairy Traditional cheddar cheese will be available at the following Coles stores:

<https://pyenganadairy.com.au/pages/stockists>

TasFoods Limited CEO Joshua Fletcher said: “To get an award winning, artisan, premium Tasmanian product ranged in 182 Coles stores across four states is a great achievement for Pyengana Dairy and TasFoods. This is a major step as part of the growth strategy of the Pyengana Dairy cheese business and brand. We look forward to consumers being able to enjoy our much-loved Pyengana Dairy Traditional cheddar cheese through the festive period and hope to be able to expand our ranging with Coles over time”.

About Pyengana Dairy

Located in the remote North-East of Tasmania in the Pyengana Valley. Pyengana Dairy is a premium branded artisan cheese manufacturer, with production facilities and farmhouse café in the one location that has been creating Traditional Cloth Bound cheddar cheese for over 130 years. All milk used to produce Pyengana Dairy cheddar cheese is sourced from a single herd dairy farm adjacent to the production facility and farmhouse café.

Website: <https://pyenganadairy.com.au/>

Authorised for ASX release by the Board of Directors of TasFoods Ltd (ASX:TFL).

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