



Top Shelf International Holdings Ltd

Principal Place of Business:

16-18 National Boulevard

Campbellfield

Victoria

Australia 3061

25 May 2023

ASX ANNOUNCEMENT (ASX:TSI)

Top Shelf International Holdings Limited (“Top Shelf” or “the Company”) secures increased National Ranging with Coles Liquor Group

While Top Shelf continues to work on its planned capital raise, the Company is pleased to advise it has received confirmation from Coles Liquor Group (CLG) on increased national ranging for NED Australian Whisky and Grainshaker Australian Vodka.

Three NED glass SKUs, the 1-litre, 200mL and new super premium Green Sash Reserve Australian Whisky 700mL, will be stocked across the CLG banners of Liquorland, First Choice Liquor Market and Vintage Cellars nationally from July 2023, while two new flavoured Grainshaker Vodkas will be ranged in First Choice Liquor Market stores from August.

This successful ranging outcome is part of CLG’s yearly review of all suppliers and builds on the first 12 months of TSI’s partnership with the major retailer.

The addition of another three facings on shelf not only supports the NED 700ml glass, but is part of an 18-month strategy to grow and premiumise the TSI portfolio. It will represent a tripling of the NED glass SKU range in CLG.

Top Shelf CEO, Trent Fraser, said:

“Confirmation of this expanded ranging is another important building block in the strategic growth of the TSI spirits portfolio and forms part of the premiumisation strategy for both brands.

“It’s also affirmation of the performance of NED and Grainshaker in their first year across an expanded retail market and the strength of the relationship we have developed with the CLG team during this time.”

Coles Liquor Business Category Manager Spirits & RTD, Sophie Went said:

“We’re excited to provide our customers with more choice when it comes to locally sourced drinks and we look forward to building on the momentum of these fantastic new Australian spirit brands. Both have proven themselves to be driving incremental sales in their respective categories.”

End

This announcement was approved by the Company’s Chief Executive Officer Trent Fraser, on behalf of the Top Shelf Board.

For more information (investors and media):

For further information, please visit our investor website <https://www.topshelfgroup.com.au/investors>

or contact investor relations at investor@topshelfgroup.com.au or on (03) 8317 9990.

Media enquiries, please contact Matt Slade 0409 916 474.

About Top Shelf

Top Shelf International is a Melbourne based distiller and marketer of premium Australian spirits, with distinctive brands in NED Australian Whisky and Grainshaker Hand Made Australian Vodka. The Company has a track record of success creating high quality, premium Australian products and brands; each in its own way encapsulating a distinctive Aussie attitude, social experience and flavour profile.

The Company has expertise in the development and production of distilled spirits, undertakes a significant level of research and development and operates modern fermentation, distillation and packaging facilities in Campbellfield, Victoria.

The Company is creating Australia's first agave spirit range from its magnificent Agave farm in The Whitsundays region of Queensland. This location has been specifically chosen for its climatic suitability for growing *tequilana* blue agave. The farm is being developed using the most up-to-date and innovative agronomy and horticultural practices.

In addition to distilling and manufacturing its own portfolio of spirit brands, Top Shelf also provides canning, bottling and packaging services to a range of customers.

About Coles Liquor Group

Coles Liquor is a trusted retailer with three iconic trading banners, Liquorland, First Choice Liquor Market and Vintage Cellars. Our purpose is to help adult Australians lead happier and healthier lives by drinking in a responsible and sustainable way.

As a drinks specialist, Coles Liquor hosts an extensive range of wines, spirits and beers and we are passionate about providing customers with local and relevant products.

Our knowledgeable Team Members serve customers through our network of more than 940 stores and ultra-convenient online sites, delivering on our commitment to provide accessible drink solutions for every occasion.