

# RETAILFOODGROUP

## STRENGTH IN BRANDS

15 December 2014

### Speculation Concerning Pie Face

Leading Australian retail food brand manager, franchisor and wholesale coffee roaster, Retail Food Group Limited (RFG or the Company) notes speculation today in The Australian concerning RFG interest in the Pie Face Brand System.

Consistent with the comments made by RFG CEO Tony Alford during the Company's recent Annual General Meeting, on 25 November 2014, RFG reiterates that it maintains no interest in the Pie Face Brand System.

#### About Retail Food Group Limited:

RFG owns the Donut King, Brumby's Bakery, Michel's Patisserie, bb's Café, Esquires, Gloria Jean's Coffees, It's A Grind, The Coffee Guy, Café2U, Pizza Capers Gourmet Kitchen and Crust Gourmet Pizza Bar franchise systems. In addition, the Company is a significant wholesale coffee roaster supplying existing Brand Systems and third party accounts under the Evolution Coffee Roasters Group, Caffe Coffee, Roasted Addiqtion, Maranatha Import Export, Café Palazzo and Barista's Choice coffee brands. On 25 November 2014 the Company entered into a Share Purchase Agreement to acquire Di Bella Coffee, with settlement scheduled for 31 January 2015.

#### ENDS

#### For further information, interviews or images contact:

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