



**ASX Announcement**

6 August 2020

For Immediate Release

## **Pure Foods Tasmania Ltd to Launch New Range into 850 Woolworths Stores Nationally**

### **HIGHLIGHTS:**

Pure Foods Tasmania Limited (**ASX code: PFT**) would like to update the market on the launch of its new Premium Pate:

- PFT will launch 3 premium 150g "*Homestead by Tasmanian Pate*" products into Woolworths nationally; and
- The 3 varieties are all produced in Tasmania with a focus on using 100% Tasmanian ingredients where possible.

A key feature of the momentum in our product development is continuing to innovate and expand the PFT product range.

The new range will be available in over 850 Woolworths stores from mid October 2020. We have been working closely with our major customers to identify key trends in growth categories. We continue to accommodate those trends through innovation and product diversification.

As previously announced, we have seen strong demand for our pate products during recent times and the current climate with consumers dining at home. The addition of these 3 new products is forecast to increase PFT's sales by approximately 35% and the Tasmania Pate division's sales by over 45% for the year ending 30 June 2021 compared to the year ending 30 June 2020<sup>1</sup>.

The variants include Free Range Tasmanian Chicken & Cracked Pepper Pate, Tasmanian Salmon with Lemon Pepper Jelly and Duck Pate with Tasmanian Brandy.

All three 150g products also offer the consumer the benefit of:

- Gluten free;
- No artificial colours or flavours; and
- 100% Tasmanian butter & cheese.

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<sup>1</sup> Based on unaudited management accounts.



## MARKETING SUPPORT

The launch will be supported heavily by our new marketing team in conjunction with Woolworths. This will include digital and traditional marketing promoting the new range to the national market and exploring the provincial Tasmanian story.

*"Tasmania has always been known for its premium produce which is shown through the rustic and provincial Tasmanian landscape" says Marketing and Brand Manager, Anita Wheeler. "The new range aims to showcase our beautiful produce in partnership with suppliers, whilst also representing the Tasmanian homestead narrative."*

## NEW ECOMMERCE

This focus on Tasmanian produce for PFT will be supported by the launch of a new Pure Foods Tasmania online store in the coming weeks. Aimed at being a hub for consumers around Australia, the online store will stock not only PFT products but a variety of premium products from Tasmanian producers.

## EXPORT SALES

The new range has also been developed to support our export sales with strong interest from Woodbridge Smokehouse's existing long-term customers in Asia.

*"This is a great credit to the team at PFT working with Woolworths to develop a first for the pate category. We believe these new products are unique and aligns with our strategy to produce great tasting premium food using 100% Tasmanian ingredients where possible. We are also on track to deliver our 100% Tasmanian meal solution range in FY21" says Managing Director, Michael Cooper.*

This announcement has been authorised and approved by the Managing Director.

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## FORWARD LOOKING STATEMENTS

This announcement contains certain forward-looking statements that are based upon information and assumptions known to date and are subject to various risks and uncertainties. Actual results, performance or achievements could be significantly different from those expressed in or implied by, these forward-looking statements. Such forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties and other factors, many of which are beyond the control of Pure Foods Tasmania Ltd. These factors may cause actual results to differ materially from those expressed in this announcement.