



ASX Announcement

21st June 2022

Sales Growth with New Products and Distribution

The Food Revolution Group Limited (ASX: FOD, or 'the Company') is pleased to update the market on the continued growth and distribution of the Juice Lab brand, Original Juice Company range and new distribution channels.

Growth of the Juice Lab shots range continues with the launch of a new product and increased distribution of current range.

- Woolworths has agreed to range the new 'Calm' Juice Lab Wellness Shot nationally, as an extension to the already successful range of wellness shots in store.
- Woolworths is also increasing the distribution of all current Juice Lab Wellness Shots, likely to drive increased sales volumes with 70% of stores to now range all four variants.
- Juice Lab Wellness Shots are now being exported to Asian markets through key distribution partner, Easychef.
- Juice Lab continues to be the dominant market leader in the fast-growing shots segment with 50% market share, with next nearest brand Mojo 27% and Remedy 12%¹.

Original Juice Company launches new range of Veggie Goodness Juices

- FOD has launched two new 'Veggie Goodness' vegetable-based juices under the Original Juice Company brand as part of its ongoing strategy of developing healthier juices to meet consumer demands.
- Original Juice Company 'Veggie Goodness' juice will be ranged nationally in Woolworths stores offering green and orange variations of the range from 6th July 2022.

Growth through new distribution channels

- The Food Revolution Group is now successfully ranging Original Juice Company products within Costco Australia. Initial product launch in store is a custom 4 x 1 litre Goodness Green fruit juice pack. FOD look forward to expanding our ranges further with Costco, given early sales success.

¹ Source data- IRI Australia data Total Grocery MAT dollars to 02/06/22



CEO Steven Cail commented, *“The Juice Lab Wellness shots range continues to grow in strength with an increasing sales base and strong consumer support. The new Calm Wellness Shot is an innovative product that provides consumers with health benefits, utilising evidence-based ingredients such as hemp, lavender and chamomile. The Juice Lab Wellness Shots have been the clear leader in the market, and the increased distribution across Woolworths continues to help expand our dominance in the marketplace.*

The Original Juice Company’s new ‘Veggie Goodness’ juice range is a great tasting better-for-you product that we expect will be well received in the market. This product was developed to meet consumer demands, providing a fresh vegetable-based juice range in the chilled section of major supermarket retailers. These juices have been designed with a clear focus on producing a flavoursome refreshing juice, whilst providing many health benefits. Each variation of the range contains two and a half serves of vegetables per serve, making it a fantastic addition to any Australian household.

Increasing distribution remains a key pillar of the strategy in FY23. My expectations are that FOD will break into new markets with our world class food and beverage products. We have come to an agreement to supply Costco Australia with beverage products, the first being our popular Original Juice Company Goodness Green juice. We hope to continue to grow this relationship with Costco, and our initial orders have been a fantastic indication that this will be a great success.”

This announcement was authorised by the FOD Board

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About The Food Revolution Group

The Food Revolution Group Limited (ASX: FOD) is an Australian-based food processing company that uses a combination of conventional juice processing equipment and custom-developed equipment and processes to manufacture a range of high-quality juices, fibres, wellness beverages and supplements that are sold as branded products or ingredients to customers domestically and overseas.

FOD uses a range of processing technologies, including Counter Current 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.

FOD is aiming to generate shareholder value through exploring opportunities for growth in the functional food, beverage and nutraceutical markets in Australia and key international markets.