



**THE FOOD
REVOLUTION
GROUP**

ASX Announcement

16th April 2021

FOD beverage & functional juice business growing at 25.9%

The Food Revolution Group Limited (ASX: FOD, or 'the Company') is pleased to update the market on latest IRI scanned market data (market reading of consumer purchases from Woolworths & Coles) for Quarter ended 28th March 2021¹.

Highlights of last quarter Market data results vs prior year

- **FOD growing at 25.9% verses total market growth of 1.1%**
- **Original Juice Co Brand growing at 24.4%**
- **Growth experienced across all key customers**
 - **Woolworths FOD growth of 27.2%**
 - **Coles FOD growth of 24.5%**

In line with the past 3 quarters results, FOD brands continue to perform ahead of the market in the \$560m Australian fresh juice and functional beverage market. Key factors contributing to the growth; the ongoing consumer demand for Original Black Label brand based on the successful repositioning of the brand, excellent quality of the fruit received from key growers and highly effective promotional programs with the major retailers.

Comment from Tony Rowlinson CEO/ Managing Director, "I am exceptionally pleased as to the ongoing positive trend regarding FOD market share gains and growth. In the past 12 months, the Original Juice Co Brand has grown in excess of 20%. Considering the challenges we faced regarding impact of COVID-19 and short supply of fruit, this is an excellent result.

With the roll out of the OBL Brand into the independent retailers in South Australia, the favourable consumer response of the Juice Lab wellness shots into Coles and roll out into further 1,000 stores by end of May, has given the business good momentum and is well positioned for ongoing profitable growth.

Big thanks to our retail partners and our growers in assisting in the positive turnaround of FOD."

The quarterly results for the March 2021 quarter (Appendix 4C) will be posted by the 28th April 2021.

¹ Source Data – IRI Australia Scan Data – Quarter ending 28/03/2021

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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 Current Counter 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.