



THE FOOD
REVOLUTION
GROUP

ASX Announcement

9th March 2021

FOD - 1ST TO MARKET, IN LAUNCHING 'PLANT BASED ALL NATURAL' RANGE INTO \$650M Oz Health and Wellness market

With consumer demand for all natural products that deliver functional benefits and shift to all natural plant based meal & beverage alternatives, FOB has launched their range of "Juice Lab Super Shots".



"Being first to market with a 'all natural plant based' product in the Wellness beverage category is a massive achievement" said CEO Tony Rowlinson. "The US who lead the world regarding 'better for you' beverages has seen a dramatic growth of 'all natural, pick- me up shots & tonics' impacted by COVID -19. Preventative Foods & Beverages is the fastest growing sector within the \$4.8Bn US market.

Although we have developed 9 variants, the first 3 variants are now selling in Coles and are rolling out into Metcash, IGA, Drakes and Foodland from the 20th March."

The initial range:

- Juice Lab "Focus" which contains Ginseng, guarana, calamansi & ginger
- Juice Lab "Immunity" which contains Ginseng, turmeric & ginger
- Juice Lab "Digest" containing apple cider, acacia & wheatgrass

Initial sales data from Coles are that the range is way exceeding their expectations and forecasts have been increased dramatically.

The range has also been presented to Woolworths and all the major petrol & convenience outlets. Expectation that the Juice Lab Wellness Shots will be range in excess of 1,800 stores.



Juice Lab Carbonated Wellness range to enter \$3Bn Australian Carbonated Market

FOD management also sees a significant opportunity for the Juice Lab brand to offer a healthy alternative in the \$3 billion carbonated beverage market.

Juice Lab Carbonated Wellness Drinks are being presented to all major petrol and convenience outlets including 7- Eleven, Coles Express, Ampol, Woolworths Metro and BP.



This announcement was authorised by FOD Board

For more information, please contact:

Tony Rowlinson
CEO & Managing Director
+61 (03) 9982 1451

Craig Sainsbury
Investor Relations
+61 428 550 499
craig.sainsbury@marketeye.com.au

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, infused fruits and fruit waters 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 Australian and key international markets, including China.