



21 November 2023

ASX RELEASE

Taki Mai® kava-shot & FijiKava® 150g to be nationally ranged in Coles Supermarkets

21 November 2023, Brisbane: The Calmer Co. International Limited (ASX:CCO), a health and wellness company focussing on natural products that promote calmness, support mind & muscle relaxation and improve sleep advises shareholders that their 50mL Taki Mai® kava-shot and 150g FijiKava® Noble Kava® drinking kava will be ranged in Coles Supermarkets from January 2024 in a first for the Australian market.

- 50mL **Taki Mai® kava-shot will be launched nationally** in more than 500 Coles supermarkets from January 2024.
- This is the **first ready to drink kava product to hit the Australian market** and the first kava-based drink launched into the fast growing “low/no” alcohol alternatives market which has grown to be more than US\$11bn value in 2023¹
- Taki Mai® kava-shot contains kava, cold water and nothing else. The shot has **just 5 Calories**, less than 1.2g total carbs, 0.3g sugar and contains **more than 5 times the potassium of a banana!**
- Coles was the first major supermarket to range a drinking kava product with the introduction of FijiKava® Noble Kava® drinking kava 50g in 2022 following the implementation of the Australian Government’s Kava Pilot Importation Trial.
- In addition to the successful 50g FijiKava® Noble Kava® drinking kava product, a larger 150g FijiKava® Noble Kava® drinking kava product will be ranged in more than 300 stores.
- **The FijiKava® Instant 150g is the best-selling instant kava product** on Amazon.com (USA) and via www.fijikava.com.au Australia with daily sales of more than \$3500 per day for this product alone, which will now be available in Coles Australia.
- **The Calmer Co. is the only foreign company licensed to operate in the Fijian kava industry** and currently sources from more than 200 farming cooperatives and commercial kava farming companies spread across the Fiji Islands.

CEO, Anthony Noble said “The company has had a great retail partner though Coles over the last two years. Working together we have been able to make kava, which is an extremely culturally important drink for those who hail from the Pacific Islands, more readily available to all Australian consumers. The addition of the 150g Drinking Kava to the range at selected Coles locations will further allow kava drinkers to get a great product at a competitive price as part of their weekly shop. The 150g instant kava product is our



global hero and has been growing rapidly in the Amazon and Fijikava.com online channels”

“The Taki Mai kava-shot is an extremely exciting new product for us. Providing all the benefits of kava to consumers in a convenient and better tasting format that can be enjoyed anytime. It’s a great addition to give all kinds of mocktails a real kava kick.”

“The health benefits of reducing alcohol consumption are well known, and coupling this with the relaxing effects and established health benefits of kava makes a lot of sense. We think Australian’s will love adding a Taki Mai® kava-shot to their day to help them to unwind without a hangover and sleep better too. It is amazing to see just how healthy the kava-shot is with only 5 calories; it is sure to be a hit with those who like me are watching their weight but still wanting to relax and socialise in a healthy way this summer!”



Taki Mai® kava-shot will be available nationally in Coles from January

This release has been approved by the Board of Directors

Ends

1. <https://www.theiwsr.com/no-and-low-alcohol-category-value-surpasses-11bn-in-2022/>



For further information

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About The Calmer Co.

The Calmer Co. International Limited (ASX:CCO), provides natural solutions to calm nerves, support mind and muscle relaxation and induce sleep. The product range includes drinking powders, teas, shots, concentrates and capsules. Sold under our house of brands: Fiji Kava, Taki Mai and Danodan Hempworks in markets including USA, Australia, China New Zealand and Fiji.

Forward Looking Statements

This ASX release includes certain forward-looking statements that are based on 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 Fiji Kava. These factors may cause actual results to differ materially from those expressed in the statements contained in this announcement.