



**THE FOOD  
REVOLUTION  
GROUP**

ASX Announcement

7 October 2016

## **The Food Revolution Group launches nine new products**

### **Highlights**

- **FOD to launch new products to extend The Juice Lab ranges at Coles and Woolworths**
- **New products include reduced-sugar juices and larger take-home packs**
- **EBITDA increased by 24% to \$933,000 for FY2016 after official auditing.**

Food and beverage processing company The Food Revolution Group (ASX: FOD) ("FOD" or the "Company") is pleased to announce the extension of its successful brand "The Juice Lab" with new products launching in Coles and Woolworths supermarkets in October 2016.

FOD will launch three flavours as part of its new line, The Juice Lab Tonix. This range has been developed to provide consumers with a boost of Vitamin C and antioxidants as well as exciting superfoods such as ginger, turmeric and chili to their daily diet.

FOD will also launch larger 900ml take-home packs of three of The Juice Lab lines, which will be available at Coles.

Further extending the brand, FOD will launch 1.5-litre packs of three flavours of The Juice Lab Essentials line. These products contain 50 per cent less sugar than regular juice with no sweeteners, artificial flavours, colours or preservatives. The reduced sugar range uses the extraction method developed by FOD, allowing natural fibre to remain in the juice to give a full-bodied texture but with reduced sugar.

Chief Executive Officer Bill Nikolovski said, "We are very excited to extend our product range, which have been designed to meet consumers' growing demand for products like this.

"We will continue to innovate and bring new products to the market that are focused on the changing tastes and preferences of consumers."



*FOD's extended range includes The Juice Lab Tonix products in three new flavours.*

*FOD's extended range includes 1.5lt versions of The Juice Lab Essentials range, with 50% less sugar, and 900ml take-home bottles of three other flavours of The Juice Lab line.*



#### **EBITDA increased by 24% for FY2016**

FOD is pleased to announce the improvement of financial results for FY2016 upon the completion of the auditing process, with underlying EBITDA (earnings before interest, tax, depreciation and amortisation) increasing by 24%, or \$178,000, to \$933,000. This adjustment was due to equity in NZ-based business Roxdale Foods Limited being reallocated as income. FOD has announced plans to sell Roxdale as part of a \$17 million deal over 10 years.

FOD achieved year-on-year growth of 22 per cent, or 71 per cent on an annualised basis, and is focused on growing its reach into international markets including China in FY2017. The company has developed Joint Venture relationships in China and its products have been registered and tested there. Supply chain contracts are currently being developed to enable sales of FOD products in China in coming months.

FOD is a food and beverage processing company involved in food and beverage processing in the Fast Moving Consumer Goods (FMCG) sector, with operations in Mill Park, Victoria. It manufactures superior quality juices, fibres, infused fruits and fruit waters for sale as branded products and ingredients into the international food, beverage and nutraceutical markets for customers in Australia and key international target markets, including China.

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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, 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.