



**THE FOOD
REVOLUTION
GROUP**

ASX Announcement

27th September 2018

The Food Revolution Group increases its distribution and new products with a net revenue impact in excess of \$5 Million PA.

Highlights

- **FOD to manufacture 2 Lt Fresh Juice (NFC) for Woolworths supermarkets.**
- **FOD Juice lab to be included in Independent supermarket range in Victoria.**
- **FOD to launch new ambient juice products into the independent Victorian grocery channel.**

Melbourne, 27th September 2018:

The Food Revolution Group Limited (ASX: FOD) has continued to review its product range and distribution, as a result it will launch four new 2-litre Not From Concentrate juices under the Thirsty Brothers brand into Woolworths replacing three existing products. The four new products will be distributed nationally, the range includes orange pulp-free, apple, tropical and pear/mango juices.

The Thirsty Brothers brand complements FOD's 2-litre Fruit Farm and "Pick'd" brands currently available in the take-home market.

In addition FOD will manufacture a range of cold-filled ambient "not from concentrate" 350ml juices for distribution into the independent Victorian grocery channel and have also secured the ranging of three Juice lab 400ml pressed juices.

The net result of this new business is an increase in revenue in excess of \$5 million per annum.

Chief Executive Officer Bill Nikolovski said, "Our strategy of bringing new innovative products to the market regularly has been successful to date. We have constantly refined our portfolio of products to ensure we are on trend, and we want to continue to grow our market in Australia while also moving into new markets, such as China, having forged new relationships with Careline Australia Pty Ltd and Health More Pty Ltd.

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

with juice production, and we are now producing carbonated beverages, kombucha, teas and coffees. We are continuing innovation into new categories including a range of plant-based milks.”

On 10 September 2018, FOD announced a Chinese distribution deal with Careline Australia Pty Ltd and a \$20.25 million strategic investment headed by Careline and its CEO Dr Norman Li. Careline is incentivised to rapidly grow FOD’s distribution and product expansion from ~A\$35 million to up to A\$500 million within three to five years as part of the deal.

In August, FOD announced an agreement with Health More Pty Ltd to develop a range of beverages for distribution into cross-border e-commerce (CBEC) channels into the Chinese market.

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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, including China.