



ASX Announcement

29 November 2019

FOD expands Original Juice Company range with Coles

Highlights

- **Nine new Original Juice Company products accepted for sale through Coles Supermarkets**
- **FOD also producing two private label iced tea products for Coles**
- **Launch of new products in early 2020 follows FOD's acquisition of iconic Original Juice Company brand in September 2019.**

The Food Revolution Group Limited (ASX: FOD) is pleased to announce it has expanded its juice range in Australia with nine new Original Juice Company (OJC) products accepted for sale by Coles Supermarkets.

FOD's expansion of the OJC range follows its acquisition of the iconic Australian brand from Heinz/Golden Circle in September 2019. It forms part of FOD's key actions to expand the OJC brand range which includes:

- Expansion of existing 100% fresh juice Black Label range into low sugar Orange juice.
- FOD's existing Juice Lab to become an OJC brand sub-segment (Pressed)
- FOD's Bush Tucker juice products to become an OJC brand sub-segment (Australian Natives)
- The Original Juice Co. options expanded to include:
 - Vegetable juice blends
 - Quenchers

FOD's strategy is to use the loyalty, heritage and trust built by OJC and expand range extension options in both Take Home and Convenience packs. The objective is to remain a value brand, with quality ingredients.



FOD will commence sales of nine new chilled juice products comprising of its Bush Tucker range and new vegetable/fruit juices and juice-based Quenchers to the OJC range. FOD will also launch two private label iced teas with Coles.

FOD Chief Executive John Florey said the Company was excited to be building on the brand and reputation of OJC.

“Through our acquisition of the Original Juice Company brand earlier this year, we are building on a well-established Australian brand that has a loyal consumer base. Our plan is to extend the Original Juice Company range and push into new markets,” he said.

“Launching these new products with Coles will allow us to grow our market opportunity in Australia initially before we look at the options for further expansion through new flavours and formats and distributing our juice products through new channels.”

FOD’s agreement with Coles has no guaranteed revenues or minimum volumes but formalises the launch of the Original Juice Company umbrella brand for FOD’s juice products domestically. The Company will now focus leveraging the re-launch of this iconic Australian brand to expand sales into China.

An upgrade to FOD’s production facility in Mill Park, Victoria, is nearing completion and will allow the Company to produce gels, oils and powders in a state-of-the-art 1260sqm clean room. Production of these new products is expected to commence in January 2020.

For more information, please contact:

Nathan Ryan

Investor/media relations

Nathan.ryan@nwrcommunications.com.au

+61 420 582 887

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 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.