



ASX Announcement

20th November 2020

## **Original Juice Co (OBL) now available in South Australian Independent Retail outlets**

The Food Revolution Group Limited (ASX: FOD, or 'the Company') is pleased to announce that the iconic Original Juice Co orange juice range is now available in several South Australian Independent Retail outlets.

### **Highlights**

- **OBL brand now available in South Australia via independent retailers including Metcash, Drakes and Foodland.**
- **South Australia accounts for approximately 10% of the Australian juice market.**
- **Roll out of OBL into South Australia, coupled with price increases secured via Woolworths and Coles in September highlight the strong consumer demand for our flagship Original Juice product.**
- **October trading terms have been strong and follow on from the previously announced strong September quarter trading update.**

Food Revolution Group CEO and Managing Director, Tony Rowlinson, said *"It gives me great pleasure to announce that OBL brand is now available in South Australian Independent retailer banners. We have secured listings with Foodland and Drakes and agreed to terms with Metcash in supplying the other major Independent retailer banners. With South Australia accounting for over 10% of the fresh juice market and the Independent Retailers accounting for over 30% of sales in SA, this a fantastic outcome. I would like to take this opportunity to thank the SA Independent retailers and our sales team for making this possible.*

*Having secured higher prices with major retailers in September, signed supply agreements with 200 leading orange growers and operational efficiencies activities improving overall margins, we remain confident in building on the excellent first quarter results and delivering profitable growth this year.*

*I am also pleased to announce that Coles has listed our new range of Wellness Shots under the Juice Lab brand. With the global trend for preventative medicines, foods and beverages impacted by COVID- 19, we are expecting to be a lead player within the wellness and functional beverage market, being first to market with our 'All Natural plant-based' range"*

This announcement was authorised by FOD Board

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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.