

ASX Announcement

Monday 22 August 2022

## **DIRTY CLEAN FOOD TO BE SOLD IN COLES LOCAL**

### **HIGHLIGHTS:**

- **Coles Local to stock Dirty Clean Food products**
- **Dirty Clean Food range will feature up to 12 innovative plant-based products**
- **WOA expects to generate more retail interest in these products from both Coles and other national retailers**

**Wide Open Agriculture Limited (ASX: WOA)** (“WOA” or the “Company”) is pleased to confirm that Australia’s leading regenerative food brand, **Dirty Clean Food**, will be sold in Western Australia’s first Coles Local.

While Dirty Clean Food awaits final ranging, the Company has been confirmed as a direct supplier and expects that between eight to twelve Dirty Clean Food products to be sold at Coles Local WA across multiple categories. The ranging will feature innovative plant-based products, which have been incubated on Dirty Clean Food’s digital platform and will soon be available in retailers.

“We are thrilled at the opportunity to work directly with the Coles Group as part of the first Coles Local location in Western Australia,” said Jay Albany, CEO of Dirty Clean Food. “Working directly with Coles is an important milestone for Dirty Clean Food and a significant step forward in our strategy to create and lead a new category of regenerative food. We are honoured to begin our relationship with Coles by participating in the expansion of this innovative concept to Western Australia.”

Coles Group Limited (ASX: COL) announced its intention to expand its award-winning Coles Local concept into Western Australia on August 18, 2022<sup>1</sup>, with the first WA Coles Local planned for Angelo Street in South Perth.

“The Coles Local team has been a pleasure to work with,” said Sophie Lanyon, General Manager of Dirty Clean Food. “It’s clear their commitment is to high quality local produce, sustainability and supporting our mission to make it easier than it’s ever been to access regenerative produce.”

Coles Local offers a tailored in-store experience and a thoughtfully crafted range of high quality local and imported products, designed specifically to meet the needs of the local community. There are 16 Coles Local supermarkets across the Eastern Seaboard, including the most recent additions in Brighton Victoria, Birkenhead Point New South Wales and the Brisbane CBD in Queensland.

This ASX release has been approved for release by Jay Albany on behalf of the Board of Directors.

<sup>1</sup> <https://www.colesgroup.com.au/media-releases/?page=western-australia-set-to-welcome-award-winning-coles-local-supermarkets>

**[ENDS]**

For investor, media or other enquiries please contact:

Jay Albany  
CEO, Dirty Clean Food  
[Jay.a@wideopenagriculture.com.au](mailto:Jay.a@wideopenagriculture.com.au)

### **About Wide Open Agriculture Ltd**

Wide Open Agriculture (WOA) is Australia's leading ASX-listed regenerative food and agriculture company. The Company's innovative Dirty Clean Food brand markets and distributes food products with a focus on conscious consumers in Australia and South-East Asia. Products are chosen based on their market potential and the positive impact they deliver to farmers, their farmland and regional communities. The company is based in the Wheatbelt of Western Australia. WOA operates under a '4 Returns' framework and seeks to deliver measurable outcomes on financial, natural, social and inspirational returns.

WOA is listed on the Australian Securities Exchange (code: WOA) and the Frankfurt Stock Exchange (code: 2WO) and is the world's first '4 Returns' publicly listed company.

[www.wideopenagriculture.com.au](http://www.wideopenagriculture.com.au)

[www.dirtycleanfood.com.au](http://www.dirtycleanfood.com.au)

