

ASX Announcement

3 December 2020

## FORBIDDEN FOODS' 'FUNCH' BABY FOODS RANGED IN BABY BUNTING STORES

### Key Highlights

- Forbidden Foods secures national distribution with Baby Bunting for its new FUNCH Baby Fruit Puree range & Infant Wholegrain Cereal range.
- Baby Bunting is Australia's largest specialty baby goods retailer with 58 stores and over \$400m in annual sales.
- Range rolled out to stores from January 2021

Forbidden Foods Limited (ASX: FFF, "Forbidden Foods", "Company") is pleased to announce the Company will start ranging its seven FUNCH Australian baby food lines with Baby Bunting Group Ltd (ASX: BBN, "Baby Bunting") nationally from January 2021.

Baby Bunting is Australia's largest specialty baby goods retailer with 58 stores nationally and a strong online presence. It has annual sales of over \$400m and a store network growth plan to reach 100 stores. The Baby Bunting stores will carry the Company's full Australian Baby Foods range including four Fruit Purees and three Infant Wholegrain Cereal products with scope to grow the range in the future. A sampling program has been agreed to build consumer awareness and is anticipated to drive sales growth.

Forbidden Foods Co-founder and COO, Jarrod Milani, said: "Baby Bunting is at the forefront of baby products and has unprecedented access to new parents, we couldn't be more pleased to have such a strong retail partner like Baby Bunting supporting the FUNCH Australian plant-based baby foods range. Our arrangement with Baby Bunting shows there is strong demand for innovative and also 100% Australian sourced baby foods catering to the growing next generation of millennial parents."



Image: FUNCH Australian Baby Foods ranged in Baby Bunting from January 2021.

This ASX announcement has been approved for release by the Board of Directors of Forbidden Foods Ltd.

**END**

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**About Forbidden Foods Ltd**

Forbidden Foods Ltd (ASX: FFF) is a multi-brand premium food, beverage and ingredients company focusing on the baby food, wellness and organic markets, with diverse national and international sales channels. The Company was established in 2010 with a vision to provide Australia with the very best health foods and to meet growing consumer demand for differentiated, plant-based and health-oriented products. The business offers more than 50 SKUs across its three brands – Forbidden, Sensory Mill and Funch – direct to consumer, retailers and food service companies, through distribution partners and via e-commerce.

**About Baby Bunting Group Ltd**

Baby Bunting Group Ltd (ASX: BBN) is Australia's largest specialty baby goods retailer. Established as a family-owned business with a single store in 1979, Baby Bunting was publicly listed on ASX in 2015, and has grown to become Australia's largest specialty baby goods retailer with stores throughout Australia. Baby Bunting comprises of 58 stores with sales of approximately \$406m in annual sales.