

## SUPER CUBES PLANT-BASED BARS TO BE RANGED IN WOOLWORTHS

19 August 2021

Keytone Dairy Corporation Limited (ASX:KTD) (the “Company” or “Keytone”) is pleased to announce its proprietary branded Super Cubes Wholefoods and plant-based bars have been accepted into Woolworths nationally.

The Keytone sales team have secured further national ranging for the Company’s proprietary branded Super Cubes Wholefoods and plant-based bars in Woolworths supermarkets. Four bars have been accepted as part of the range review being Salted Caramel, Berry Nice, Lemon Slice and White Choc Macadamia. The initial ranging includes more than 200 Woolworths supermarkets nationally from October 2021 and the Company will work with Woolworths to increase this ranging in the short to medium term.



The Super Cubes bars are to be made in-house at Keytone’s newly expanded protein bar and snacking facility in Prestons, thereby maximising margin to the Keytone group and further validating the vertical integration within Keytone.

The re-launch of Super Cubes products into Woolworths highlights the support for the brand and the growing popularity of plant-based products from major retailer groups and consumers. The ranging in Woolworths will be supported by various marketing campaigns, including a social media campaign on the Super Cubes Instagram and Facebook platforms from today onwards.

Chief Executive Officer, Danny Rotman, commented “The proprietary brands of Keytone continue to gain traction and attention from leading national retailers and consumers alike in the fast growing health and wellness market. Our products are on point and cater for evolving trends including plant-

based products and we have a number of exciting new products currently under development and coming to market soon. We look forward to supporting the bars in Woolworths with a renewed and sustained marketing campaign as we continue to build a successful portfolio of brands.”

The release of this announcement was authorised by the Non-Executive Chairman, Mr. Peter James, on behalf of the board.

\* \* \* \* \*

### **Further Information**

Jourdan Thompson  
Chief Financial Officer, Keytone Dairy Corporation Limited  
Email: [investors@keytonedairy.com](mailto:investors@keytonedairy.com)  
Tel: +613 9587 6483

### **About Keytone Dairy Corporation Limited**

Based in Sydney and Melbourne, Australia and Christchurch, New Zealand, Keytone Dairy Corporation Ltd is an established manufacturer and exporter of formulated dairy products and health and wellness products. Keytone Dairy’s wholly-owned subsidiary Omniblend is a leading Australian product developer and manufacturer in the health and wellness sector, with both dry powder and ready to drink health and wellness-based product capability. In addition to Keytone Dairy’s own brands, the company is a trusted production partner, contract packing for well-known brands in Australia, New Zealand and internationally. The Company’s purpose-built production facilities in Australia and New Zealand offer a wide range of dairy, health and wellness and nutritional packing solutions, meeting the diverse needs of consumers from different markets and cultures. Please visit [www.keytonedairy.com](http://www.keytonedairy.com) for further information.

**ENDS**

