



**THE FOOD
REVOLUTION
GROUP**

ASX Announcement

24th January 2022

New Juice Lab Plant-Based Protein Smoothies

The Food Revolution Group Limited (ASX: FOD, or 'the Company') is pleased to update the market on continued growth and distribution of the Juice Lab brand, in particular its new 100% plant-based protein Smoothies ranged in Coles nationally.

Juice Lab 100% Plant-based Protein Smoothies ranged nationally in Coles

- The Food Revolution Group has developed a propriety, 100% plant-based smoothie using fava bean protein.
- The plant protein range has been developed to meet significant consumer demand for readily available plant-based nutrition options.
- The initial range will include two 350mL fresh chilled variants, both with 16gms of protein per serve which will be available in store late February 2022.
- Coles will be the first to range the new Smoothie products with wider distribution expected in June 2022.

Continued success of Juice Lab Shots and Carbonated Wellness Drinks range

- Juice Lab continues to lead the new shots segment and currently has 55% share with next nearest brand Mojo 27% and Remedy 12%.¹
- Juice Lab Carbonated Wellness Drinks now have national distribution in both Coles and Woolworths.
- With ongoing consumer demand, Juice Lab products are now ranged in 74% of all Coles and Woolworths stores.²

CEO Steven Cail commented, *"It's been a great 12 months for our Juice Lab brand. In early 2021, we were first to market with wellness shots which dominate with over 55% of market share and we also released the Carbonated Wellness cans late 2021."*

The new Smoothies range is another great healthy product initiative, signifying a significant expansion of our Juice Lab wellness offering into the high growth plant protein segment. There are many challenges incorporating plant protein in a way that meets consumer taste expectations and I'm incredibly proud of our R&D team who have broken new ground delivering a first to market protein smoothie using fava bean protein. The company's agile R&D team, combined with our ability to adapt our manufacturing capabilities, means that we

¹ Source data- IRI Australia data Total Grocery MAT dollars to 02/01/22

² Source data- IRI Australia data Total Grocery MAT dollars to 02/01/22

are able to quickly recognise trends and develop products giving us the advantage of being first to market.

With new and increasing product ranges across the Juice Lab wellness beverage range and strong demand and support for our core Original Juice Company products, the Company is well positioned to continue to drive increased sales in FY22 and beyond.”



This announcement was authorised by the 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, wellness beverages and supplements 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 Australia and key international markets.