



THE FOOD REVOLUTION GROUP

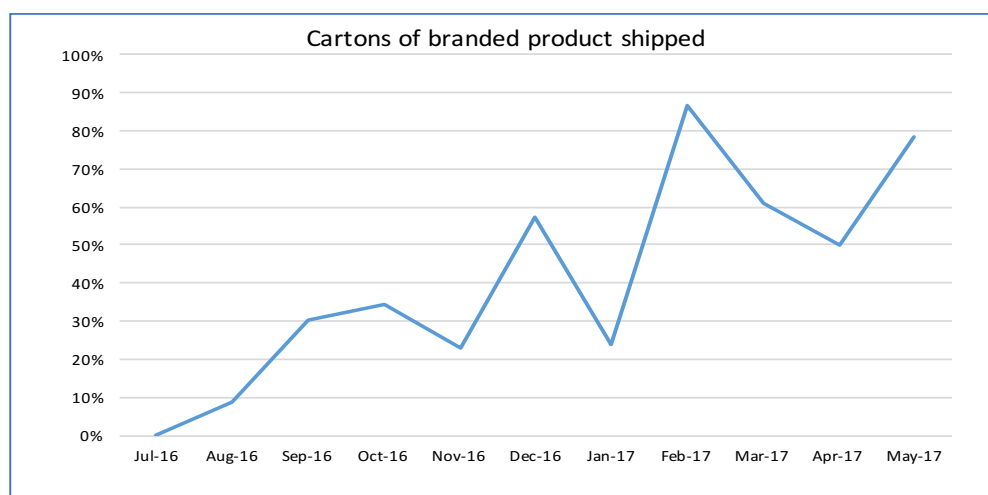
ASX Announcement

6 June 2017

The Food Revolution Group: Trading update

The Food Revolution Group Limited (ASX:FOD, “the Company”) is pleased to announce a trading update to the market.

Following on from the last update, FOD continues to experience strong sales growth of its branded products. These pleasing results are driven by sales growth in existing outlets, continued growth in new channels, and the launch of new products.



The business has launched 6 innovative new beverage products in the last month, targeting the health-oriented trend of the market.

The business has optimised its product range, moving into the “in-home consumption” segment. The in-home segment in the grocery market is significantly larger than the single serve segment.

As shown below,

Number of SKUs	Dec-16	Q4 17
Single serve	20	20
In-home	7	10

Volume share	Dec-16	Q4 17
Single serve	94%	74%
In-home	6%	26%

FOD continues to review and optimise its product range, in particular by replacing slow moving products with new, innovative ideas. We have developed a new range of products that we are excited to introduce to the market in FY18.

FOD now has distribution agreements with Coles, Woolworths, Aldi, BP, Coles Express, Ritchies and throughout the route trade.

FOD would also like to announce a partnership with the One Collective Group (OCG). OCG will distribute a range of products into the Quick Service Restaurant (QSR) market, including Hudsons coffee, and selected Independent Grocers.

FOD CEO, Bill Nikolovski, says “we are looking to grow our distribution outside of the grocery channel. The relationship with OCG will see us distribute into the QSR market. This goes well alongside the distribution deals struck with Coles Express and BP.”

FOD has also been accredited to provide its products to major Australian airlines.

FOD is a food and beverage processing company with operations in Mill Park, Victoria. It manufactures superior quality beverages for sale as branded products and ingredients into the international food, beverage and nutraceutical markets.

The company is primarily involved in food and beverage processing in the Fast Moving Consumer Goods (FMCG) sector for customers in Australia and key international target markets.

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