

Forbidden Foods Limited ASX: FFF

ASX Announcement

11 July 2022

Blue Dinosaur[®] Secures National Ranging in Coles

Forbidden Foods Ltd (ASX: FFF) ("Forbidden Foods" or "the Company"), provides the following market update on the successful ranging of Blue Dinosaur[®] products in Coles Supermarkets ("Coles").

Key Highlights

- Forbidden Foods has secured national ranging into 350 Coles stores for 3 Blue Dinosaur[®] plant-based 'Bites' SKUs.
- The products will be ranged from 31 October 2022, with revenue estimated to be over \$300,000 within the first 12 months, subject to ongoing review.
- The 3 x 30g 'Bites' SKUs to be ranged include Chocolate Brownie, White Chocolate, and Cheesecake Base.
- The 'Bites' range will be placed in the "Grab n Go" section at the front of Coles stores, providing Blue Dinosaur[®] excellent exposure and access to all shoppers.
- All variants in the range are plant-based, grain free, gluten free, contain nothing artificial and focus on healthy indulgence.

Forbidden Foods Chief Executive Officer, Marcus Brown said: *"We are very excited to be working with Coles to provide them healthy snacking solutions for their Grab n Go offering. Being front of store, the ranging across the 350 stores will give the Blue Dinosaur excellent exposure and allow us to reach a new type of customer that wouldn't typically walk the snack bar aisle. The ranging of the plant-based bites is consistent with our strategy of growing the Blue Dinosaur brand and providing a great tasting & high-quality product."*

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

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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 infant, toddler, health, snacking and plant-based markets. The Company was established in 2010 with a vision to provide the very best foods to meet growing consumer demand for clean, sustainable plant-based and health-oriented products. The business sells products via its three key brands – Blue Dinosaur[®], FUNCH[®] & Sensory Mill[®] – direct to consumer, retailers, and food service companies, fulfilled through its distribution partners and via e-commerce across its diverse national and international sales channels.

Forward Looking Statements

This announcement contains certain forward-looking statements that are based upon information and assumptions known to date and are subject to various risks and uncertainties. Actual results, performance or achievements could be significantly different from those expressed in or implied by these forward-looking statements. Such forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties, and other factors, many of which are beyond the control of the Company. These factors may cause actual results to differ materially from those expressed in this announcement.