Forbidden Foods Limited ASX: FFF

ASX Announcement

19 September 2022

Blue Dinosaur® secures major distribution partner in the United States

Forbidden Foods Ltd (ASX: FFF) ("Forbidden Foods" or "the Company"), is pleased to announce it has successfully established its first, significant distribution network for Blue Dinosaur® products in the United States through KeHE Distribution ("**KeHE**"), a major milestone in the Company's retail expansion strategy in the United States.

Key Highlights

- *KeHE is the one of the largest and most respected pure-play grocery and natural distributors in the United States, servicing 30,000+ store locations through their distribution centre network*
- *KeHe supplies 23 of the top 50 retailers in North America, including Associated Food Stores, Walmart, Albertson's, Safeway, HEB and Publix.*
- *KeHE will stock all four Blue Dinosaur® products which were included in the successful product manufacturing trials in the United States conducted in May 2022.*
- *The first commercial scale manufacturing run of the Blue Dinosaur® products in the United States is scheduled to be completed in September 2022, with all four Blue Dinosaur® SKUs to be available to order from October 2022 for KeHE customers.*
- *The KeHE distribution deal is a major milestone in Forbidden Foods' retail expansion strategy.*

Forbidden Foods Chief Executive Officer, Marcus Brown said: "We are pleased to announce completion of the next stage of our Blue Dinosaur® North America roll-out is complete with Forbidden Foods now set up in KeHE nationally. As one of the largest distributors of natural and organic products in North America, KeHE directly services the target store demographic of Blue Dinosaur® customers.

"Earlier this year we announced we had established a network of reputable brand brokers to represent Blue Dinosaur® to key retailers in the US market. Being setup and having stock available in KeHE means we are ready to supply any new customers with ease. We will also work alongside KeHE to promote Blue Dinosaur® directly within their network.

"Blue Dinosaur® continues to be well received and we continue to see a significant opportunity for health-based snack bars globally. We are positioned to rapidly scale the brand in the region after recent achievements including the establishment of local US manufacturing capabilities, and now securing a national distribution partner in KeHE."

"The next stage will be to successfully complete the first commercial scale production run of the products in the United States, which will be used to fulfil into KeHE and to satisfy demand from online sales. Our focus will then concentrate on securing leading retailers to range the brand over the coming months, with discussions with many major retailers already underway."

The Company is unable to quantify the revenue that may be earned from the agreement with KeHE as it acts as a distribution intermediary to end customers. Forbidden Foods or KeHE may terminate this arrangement at any time. As mentioned in the announcement Forbidden Foods considers this agreement to be a major milestone in the Company's retail expansion in the United States.

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.

About KeHE Distributors, LLC

KeHE Distributors LLC (KeHE) distributes natural & organic, specialty and fresh products to retailers across the United States and Canada. Serving more than 30,000 stores in America, KeHE has planted roots in every corner of the natural & organic, specialty and fresh foods industry. With more than 5,500 employees and a 16-distribution centre network across North America, KeHE is one of the largest and most respected pure-play grocery and natural distributors in the United States.