Forbidden Foods Limited ASX: FFF

ASX Announcement

22 June 2023

Forbidden Foods significantly bolsters US footprint through new distributors and retail groups

Forbidden Foods Ltd (ASX: FFF) ("Forbidden Foods" or "the Company") is pleased to provide the following trading update, highlighting the Company's accelerated momentum in the US market for its leading Blue Dinosaur® product range.

Highlights

- *Two new distribution partners secured to considerably broaden US presence and underpin sales growth*
- *Gourmet Merchants International (GMI) is a leading American distributor with strong relationships with retailers including Bristol Farms, Whole Foods Markets, Gelson's Markets, and over 200 independents*
- *McLane Company Inc. is one of America's largest distributors owned by Berkshire Hathaway, Inc and is focused on the mass merchant and convenience channels – it has over 80 distribution centres across the US and employs over 25,000 people*
- *Ranging secured in Gelson's Markets, regional supermarket chain operating in Southern California and upscale grocery chain Bristol Farms and Lazy Acres in California – adding another 34 stockists in the US*
- *New ranging follows recent success with Central Market, part of HEB group and Kum & Go, one of the US' largest convenience and gas station chains*
- *Company recently exhibited at the KeHE Holiday Show and presented to a number of large retail groups, as well as independent chains*
- *Company is confident that ongoing work in the US will translate to sales growth for its leading Blue Dinosaur® product range this quarter and beyond*

Management commentary:

Forbidden Foods' Chief Executive Officer, Marcus Brown said: *"Forbidden Foods continues to witness very strong retailer interest for the Blue Dinosaur® range across the US. Our in-store footprint is continuing to grow and we expect the engagement with two new distributors will fast track sales growth. Both of the Company's two new distribution partners have exceptional relationships with key retailers and have already delivered a number of new distribution points with grocery chains and independent retail groups.*

"While recent ranging agreements are very promising, we are continuing to work alongside a number of major US retail groups on product submissions. We remain in well-progressed discussions with some of the largest operators in the country and look forward to providing further updates as these translate to ranging and sales."

Increased distribution through two new providers:

Forbidden Foods is pleased to advise it has secured an additional two distributors in the US, which include Gourmet Merchants International ("GMI") and McLane Company Inc. Both parties will assist the Company in broadening its US footprint and penetrating US traditional retail outlets.

GMI is a leading American distributor that provides full-service distribution to gourmet, natural and independent grocery markets. The group is currently focused on retailers in San Diego to Santa Barbara in California. GMI has longstanding relationships with a number of retailers, including Bristol Farms, Whole Foods Markets and Gelson's Markets, as well as a total of 200 independent and small chain accounts.

McLane Company Inc. is one of America's largest distributors. It services a range of convenience stores, mass merchants and chain restaurants. As an industry-leading partner to the biggest retail and restaurant businesses, McLane buys, sells, delivers, and serves the world's largest and most sough after brands. With headquarters in Temple, Texas, McLane has more than 80 distribution centers across the country, employs more than 25,000 people, and delivers to nearly every zip code in the US. McLane is also a wholly owned subsidiary of Berkshire Hathaway, Inc.

New retail ranging opportunities:

Forbidden Foods has also entered a number of new traditional retail outlets in the US, which is expected to provide additional brand exposure for its Blue Dinosaur® product range.

Most recently, the Company has secured ranging in Gelson's Markets, which is a regional supermarket chain operating in Southern California. As well, the Blue Dinosaur® product range is now being stocked in 19 stores by upscale grocery chain Bristol Farms and Lazy Acres in California.

The Company is confident that the new ranging with Gelson's, Bristol Farms and Lazy Acres across California will provide further consumer uptake. Both new stockists follow ranging being securing with Central Market, part of HEB group and Kum & Go, one of the US' largest convenience and gas station chains, operating 400 stores in 13 states.

Forbidden Foods is also in progressed discussions around stocking agreements with a number of major US retail outlets, including Walmart, Erewhon, Meijer, Kroger and Publix amongst others.

Ongoing business development initiatives and trade shows:

Highlighting the Company's ongoing commitment to business development, management recently exhibited at the 2023 KeHE Holiday Show, held in Chicago. The exhibition was held by the Company's US major distribution partner, KeHE Distribution (refer ASX announcement: 19 September 2022), which is one of the largest and most respected pure-play grocery and natural distributors in the country.

The exhibition was very well attended by a number of major US retail groups, as well as independent health outlets and provided Forbidden Foods with another opportunity to engage with buyers and showcase its product range. Management is confident that participation at the expo will provide additional brand recognition and translate into distribution point growth across the US.

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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 company focusing on the infant & toddler and health & wellness plant-based markets. The Company was established with a vision to provide the very best foods to meet consumer demand for clean, sustainable, plant-based and healthy products. The business sells products via its three brands – Blue Dinosaur®, FUNCH® and Sensory Mill®