



Pure Foods Tasmania Ltd
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ASX Announcement

Pure Foods Tasmania Limited (ASX: PFT)

12th January 2021

PFT secures distribution for Woodbridge Smokehouse products into 1,400 independent stores Nationally

HIGHLIGHTS

- **PFT strengthens strategic partnership with Monde Nissin Australia with extended distribution with Woodbridge Smokehouse;**
- **Forecasted to grow Woodbridge Smokehouse revenue by 50% in FY21 v FY20;**
- **Based on this additional distribution and strong performance of other PFT businesses, PFT Group revenue is expected to increase by a minimum of 15% in FY21 v FY20.**

EXTENDED DISTRIBUTION OPPORTUNITY FOR WOODBRIDGE SMOKEHOUSE

Pure Foods Tasmania (PFT) is very pleased to announce that Monde Nissin Australia (MNA) will be adding Woodbridge Smokehouse (WBSH) products to its National portfolio of products to service the independent market.

MNA will extend the distribution of WBSH products into Victoria, New South Wales, ACT & Western Australia, with product hitting the shelves early February. MNA's National presence will see WBSH products available to a further 1,400 independent stores.

With MNA National distribution and current momentum, PFT expects WBSH revenue to increase by at least 50% in FY21 compared with FY20. Based on this additional distribution and strong growth across all PFT businesses, PFT Group revenue is expected to increase by a minimum of 15% in FY21 compared to FY20.

The four products initially being ranged by MNA are Cold Smoked Salmon and Ocean Trout in 100g and 200g packs. It is hoped that with a successful launch, the offering will expand to WBSH's extended range, including hot smoked products.

The extended distribution was a result of the very successful trial in South Australia and Northern Territory, where Woodbridge Smokehouse was ranged in 48 stores in December.

The success of the trial has been attributable to the strong existing relationship PFT has with MNA through Tasmanian Pate, a robust marketing plan to engage consumers and increase brand awareness, and the quality of the WBSH traditionally smoked product.



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About Monde Nissin Australia (MNA)

MNA was founded in July 2014, originating from the Philippines, and has now been in the food business for over 35 years, selling into 45 countries.

In Australia, MNA owns many brands, such as Black Swan, Nudie, Wattle Valley and Peckish, along with Menora distribution. This strategy has created a very strong sales capability covering sales and key account managers along with best-in-class merchandising team and a robust supply chain.



PFT MANAGING DIRECTOR, MICHAEL COOPER COMMENTS

“There has been a lot of really good progress as we deliver on our strategy. We are very excited about the strengthening of our relationship with Monde Nissin. It is a very professional company with extremely strong customer relationships covering the Australian FMCG network.

“With this extended distribution network PFT now services all major retail and majority of the IGA/ Independent channels in Australia. Along with our e-commerce platform, we are providing all Australian consumers access to our brands. We look forward to continuing to grow in FY21 as we develop and acquire premium “Better for You” food & beverage brands.”

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This announcement has been authorised and approved by the Board of PFT.

For investor, media or other enquiries please contact:

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About Pure Foods Tasmania

Pure Foods Tasmania Pty Ltd (PFT) was formed in 2015 with the aim to acquire, grow and develop premium food businesses in Tasmania. To date and in line with this strategy, PFT has acquired three businesses and organically established two brands:

- **Tasmanian Pate** – Australia’s largest volume pate producer, distributed nationally through large retailers and independents since 1996.
- **Woodbridge Smokehouse** – traditionally hand smoked Atlantic salmon and ocean trout, from southern Tasmania available in a growing number of quality grocers in Tasmania and around Australia, and in Asia through substantial export channels.
- **Daly Potato Co.** – farm fresh convenience meals and salads made from potatoes grown on the Daly family farm, currently distributed throughout Tasmania and limitedly in other Australia states.
- **New Pastures** – plant-based solutions with taste as the priority, made in Tasmania by Tasmanians, available through PFT’s online store and growing distribution throughout Australia.
- **Pure Tasmanian Seafood** – bringing premium Tasmanian seafood to Australia and the world through innovative product offerings and customer channels.

The Company listed on the ASX on 30 April 2020.