

Freedom Foods Group is Australia's Most Innovative Health Food Company



Freedom Foods Group Limited (ASX Code: FNP) is in the process of launching over 40 new SKU's across Cereal, Snacking, Beverage and Sports and Diet categories in Australia, USA and China over the coming month.

Holding distribution contracts with the major supermarket chains in Australia and globally, the Australian owned Freedom Foods Group have leveraged the global mega trend of 'Health and Wellness' to expand their branded offerings in multiple categories, targeting consumer groups with much needed 'better for you' alternatives. To get this level of ranging was not an easy process; the growing sales team had long term discussions and alignment with retail partners that share a similar ambition to grow in healthier product ranges.

The key brands behind the innovation include:

- [Australia's Own](#) offering plant based 'smarter drinks' with a variety of flavours as well as a range of dairy free meal replacement beverages.
- Freedom Foods Messy Monkey's revitalising kids wholegrain and healthy snacking in three flavours in multipacks for easy addition to kids lunchbox.
- Freedom Foods Barley+ a truly unique cereal and bar brand that delivers a unique functional wholegrain which supports digestive function and is exclusive to Coles.
- PEG a plant based energy bar range designed for the millennial consumer to keep them fuller for longer and finally a new acquisition
- Vital Strength expanding to a range of protein bars and drinks delivering functional protein without the unnecessary ingredients.
- These innovations compliment the first wave of NPD that entered the market in November 2017 led by Crafted blends granolas and will be joined by a new Quinoa chip range with a 4 star health rating. A complete product overview can be found here: <http://ffgl.com.au/our-brands/>



Freedom Foods Group has been on a strong growth trajectory with regular ASX market updates outlining new acquisitions (Popina Foods, Darlington Point Mill & Power Foods), investments (AFMH Dairy) and capital projects (\$120m UHT plant in Ingleburn plus other major expansions) as the business expands into one of the most fully integrated Australian owned food companies in Australia with a very clear mission of 'Making Food Better',

Rory Macleod Managing Director and CEO of Freedom Foods group said "Making Food Better is the why behind what we do as a company. Every aspect of our organisation is aligned to this mission so that we constantly push to achieve a better solution whether it is through our highly skilled operations, technology, food development or marketing. We believe that food can be healthy and delicious and we are thrilled that our innovation has really resonated with the market place. This is what we strive for every day."

You can get more information about Freedom Foods by watching this short clip;
https://www.youtube.com/watch?v=4kCQFj_4nU

To request an interview please contact:

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About Freedom Foods

Freedom Foods Group is a leading global health food company that has a mission of 'Making Food Better'. Our mission is to make great tasting, high quality, healthy foods and beverages for Australia and overseas. This mission encompasses every aspect of the food supply chain from: Paddock with key dairy and grains contracted for growing, to milling at our Freedom Foods milling operation in Darlington Point, to manufacture at any of our 6 state of the art operations in NSW & Victoria. Our sites focus on value added Cereal and Snacking, Plant based beverages and Dairy products. We believe that healthy eating is a choice that people struggle with every day and our people are passionate to deliver on the need for a wider and more trusted range of healthier foods that everyone can enjoy.

For more information about Freedom Foods and their products, please visit:
www.freedomfoods.com.au



MAKING FOOD BETTER