



## UK food company Kirsty's chooses DUG® for several of its ready meals

**Established food company Kirsty's is to launch new products in which Veg of Lund's plant-based drink DUG will be a key ingredient. In addition to new plant-based dishes, Kirsty's will use DUG® in some of its established ready meals, such as fish pie.**

Kirsty's was founded in 2010 by Kirsty Henshaw when she realised that there was a lack of dishes that met the requirements of being free-from, climate friendly and tasty. In order to provide her son Jacob with good food, Kathy started exploring and created her own free-from food which were not only appreciated by Jacob but also by investors in the reality tv programme Dragon's Den. With their support, the company has developed and now has a strong market position, Kirsty's products are sold through the major grocery chains, including Waitrose.

"As an innovative food brand specialising in free-from foods and making active changes to reduce our carbon footprint, we are very excited to start using DUG in some of our NPD and EPD. Not only is it considerably more environmentally friendly than its predecessors, it tastes great too! We will initially be launching with DUG in 2 new NPD lines this Spring but will see considerable volume increases throughout the next 12 months as we integrate it into our current portfolio of ready meals," says Kirsty Henshaw, founder and MD Kirsty's.

"Our cooperation with UK food companies is important to Veg of Lund. Our partnership with Food Team International means that we reach out to many players in a customer category that demands high quality throughout the chain and at the same time provides inspiration. In addition to being the best alternative in vegetable dishes, DUG works great to replace animal milk in several recipes," says Emma Källqvist, acting CEO and CFO of Veg of Lund.

### **For more information, please contact:**

Veg of Lund AB  
Emma Källqvist (Acting CEO and CFO)  
Telephone: +46 721 869 018  
E-mail: [emma.kallqvist@vegoflund.se](mailto:emma.kallqvist@vegoflund.se)

### About Veg of Lund AB (publ)

Veg of Lund develops unique plant-based foods meeting consumers' demands for taste and sustainability. The company has roots in research at Lund University and owns patented methods for developing new food categories in the fast-growing market for plant-based foods. Veg of Lund's climate-smart and tasty products are sold in Europe and Asia under the DUG® brand. The company's share is listed on the Nasdaq First North Growth Market under ticker VOLAB. Read more at [ir.vegoflund.se](http://ir.vegoflund.se). Mangold Fondkommission AB is the company's Certified Adviser and can be contacted via telephone: +46 8 5030 15 50 or e-mail: [ca@mangold.se](mailto:ca@mangold.se).