



## Mathem's customers can choose Veg of Lund's plant-based drink DUG®

**As of September, Sweden's leading online grocery store, Mathem, will offer DUG® to its customers.**

"Mathem is a leader in Sweden in e-commerce of groceries with home delivery and thus becomes an important channel in the ongoing launch of DUG®. The launch in Sweden began at the end of May and in a short time we have met with great interest and received several positive reviews that make us see good opportunities to reach broad customer groups", comments Cecilia Lindwall, CEO of Veg of Lund.

"With our service, we simplify people's everyday lives and give them the freedom to live more. Mathem has increased significantly over the past year from a turnover of SEK 1.6 billion to SEK 2.3 billion, and this has been driven by both new consumption patterns and a very high level of customer satisfaction. We know that offering our customers a good range of plant-based foods contributes to customer satisfaction, and it is also an important part of our sustainability work. This is why DUG will be a very welcome feature, says Anna Lindén, category officer at Mathem.

Following an encouraging launch, Veg of Lund has received inquiries from more food chains about the opportunities for them to sell DUG, both in Sweden and other countries. Media in several countries have also drawn attention to the launch of DUG and the growing interest in plant-based foods.

"Veg of Lund is a company based on patents and products that are good for the planet. DUG is an important launch that is happening now, but that is just the beginning. Everything is based on potatoes and the endless possibilities it offers", says Cecilia Lindwall, CEO of Veg of Lund.

More information about DUG and current points of sale can be found at [dugdrinks.com](http://dugdrinks.com).

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

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### About Veg of Lund

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® and MyFoodie® brands. The company's shares were listed on the Nasdaq First North Growth Market under ticker VOLAB. Read more at [ir.vegoflund.se](http://ir.vegoflund.se). Eminova Fondkommission AB is the company's Certified Adviser and can be contacted via telephone: +46 8 684 211 10 or e-mail: [adviser@eminova.se](mailto:adviser@eminova.se).