



From September, ICA stores can order Veg of Lund's plant-based drink DUG®

More grocery stores will be able to offer DUG from the end of September.

"It is gratifying that we see interest from large Swedish retail chains. Sweden is our home market and we intend to strengthen our organization in order to take a leading position among the largest products of plant-based beverages. There is solid work behind the launch, and I am very happy to soon be able to offer super durable DUG Original and DUG Barista for all ICA customers around the country", says Cecilia Lindwall, CEO of Veg of Lund.

"Sales in the stores that brought in DUG at the start of the launch show that customers are returning and it gives us good hopes that DUG will continue to have a place in consumers' consciousness and on their dining table", says John Seaton, sales manager Veg of Lund.

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. 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.