



DUG launches at CLF in the UK

Veg of Lund's plant-based drink DUG is now available at CLF for distribution to the UK's health-conscious retailers. Veg of Lund has signed an agreement with UK's leading health food wholesaler of premium products.

CLF is a significant health food wholesaler in the UK and has a leading market position. They stock products from leading brands including sports nutrition, vitamins, minerals and supplements, health food and beverages, household products and chilled and frozen goods. CLF works closely with independent retailers to help health-conscious consumers reduce their carbon footprint.

"The agreement with CLF is the start of an exciting phase of growth and outreach for Veg of Lund. With CLF we get access to a whole range of likeminded, eco-conscious customers who drive a significant proportion of our consumer education", says Fredrik Carling, CEO of Veg of Lund.

"CLF are excited to partner up with the likeminded DUG brand. We feel they share our ethical stance in helping health conscious consumers to reduce food miles and their carbon footprint. The adoption of a plant-based diet will certainly help create a more sustainable future. Think green, Think DUG!", says Mark Sharp, CLF Marketing Manager.

For more information, please contact:

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About Veg of Lund AB (publ)

Veg of Lund AB (publ) develops, markets and sells plant-based foods that meet consumer demands for taste and sustainability. Veg of Lund has its roots in research at Lund University and the company's business concept is to use its knowledge, patented methods and innovative solutions to develop and sell tasty, climate-smart and locally produced products based on potatoes. Veg of Lund offers alternatives to dairy products (milk drinks) and snacks (smoothies) and also develops meat alternatives. The company's products are sold under the DUG brand to consumers, restaurants and food companies in Sweden, England and Ireland. The company has the ambition to expand mainly in Europe and Asia. The share is listed on Nasdaq First North and trades under the name VOLAB. Read more at ir.vegoflund.se. Mangold Fondkommission AB is the company's Certified Adviser and can be contacted by phone: +46 8 5030 15 50 or e-mail: ca@mangold.se.