



## Waitrose chooses DUG® to grow its plant-based offer

**The well-known food chain Waitrose & Partners will launch Veg of Lund’s plant-based drink DUG® starting in February 2022. Waitrose & Partners has over 330 stores in the UK and is the country’s eighth largest food chain with a market share of about 5 percent.**

Since its inception in 1904, Waitrose & Partners has held a position as the leading food chain with a focus on premium products. A lot has happened since then and today the chain has an established online store in addition to the 330 stores around the UK. The business still aspires to Wallace Wyndham Waite’s original intention to “lift the food trade to a higher plane”.

“We are very proud to be able to sell DUG in a food chain that stands for quality at all levels, with a royal warrant to supply groceries and a strong brand also internationally”, says Cecilia Lindwall, CEO of Veg of Lund.

“We are really excited for DUG to launch in Waitrose, working in collaboration with Veg of Lund to inspire and educate the Waitrose customers about new and emerging dairy alternatives in the UK. Our customers love to shop dairy alternatives in Waitrose and we look forward to seeing DUG growing within Waitrose”, says Alice Shrubsall, buyer at Waitrose & Partners.

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

Veg of Lund AB  
Cecilia Lindwall (CEO)  
Telephone: +46 765 014 809  
E-mail: [cecilia.lindwall@vegoflund.se](mailto:cecilia.lindwall@vegoflund.se)

### 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 are 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).