



The Chinese premium chain City Shop to launch DUG® in its stores

City Shop is one of Shanghai's largest chain stores with a clear focus on premium products and a high level of service. From September, City Shop will offer its customers Veg of Lund's plant-based drink DUG® on the shelves.

City Shop was established in 1995 with the goal of offering a wide range of food with high quality and best service. Today, City Shop has 13 stores in Shanghai's central residential areas and two stores in Beijing.

"The fact that Veg of Lund has an agreement with City Shop gives us access to and an opportunity to expose our brand to purchasing power and conscious consumers who are happy to choose imported food," says Cecilia Lindwall, CEO of Veg of Lund.

Sales in China take place via three of the largest department store chains, with a customer base of approximately 50 million consumers. Veg of Lund has previously announced that Sam's Club will sell DUG in its store in Shanghai and now it is clear that the Swedish embassy will participate in the ceremony when the Walmart-owned chain opens its new department store at the end of September.

"This will make headlines in the Chinese press and television channels. DUG has received a lot of attention in trade magazines, news media and discussion forums, which has enticed investors and potential partners to seek contact with our Chinese organization with partnership proposals," says Kenneth Davidsson, Veg of Lund's partner for the Chinese market.

More information about DUG and current points of sale can be found at 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. 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.