



## Veg of Lund's launches its plant-based drink DUG® in China

**Veg of Lund takes another step in the launch of its new plant-based beverage, DUG®, this time through the Chinese food chain Ole' Supermarket. The introduction takes place in about ten stores in Shanghai and Shenzhen, two cities with a total of 40 million inhabitants. In parallel, Ole' is launching DUG on its e-commerce platform to its more than two million online followers.**

DUG is an alternative to animal milk and other plant-based drinks and meets consumers' demand for plant-based foods that are good from a taste, health and climate perspective. Sales of DUG® are underway in Sweden and the UK and Veg of Lund is now taking its new potato-based beverage to the Chinese food chain Ole' Supermarket with physical stores and a recognized e-commerce platform.

"Veg of Lund and our strategic partner in China are now launching our new drink at our first customer with physical stores, the food chain Ole' Supermarkets. In the first stage, DUG will be available in about ten stores in Shanghai and Shenzhen, with the potential to reach more than 50 stores in other of the Chinese megacities. In this way, we reach the Chinese premium market and consumers with strong purchasing power who are looking for foreign quality products", says Thomas Olander, CEO of Veg of Lund.

"The top-ranked premium chain Ole' is found in cities such as Shanghai, Shenzhen, Nanning, Xian, Shenyang and Zhongshan. The chain has a clear premium profile with 85 percent of its sales from imported quality goods. About twenty Scandinavian manufacturers have reached good sales volumes through Ole' Supermarket and we have high expectations on DUG's potential to get a good launch in their physical stores, as well as online", says Kenneth Davidsson, Veg of Lund's partner for the Chinese market.

"We have a good product that we are proud of. Taste and climate footprint have impressed both consumer and expert panels. Our choice to use potatoes as a base means that we have a super-sustainable drink. Potatoes don't need much to grow at all, making them a super-sustainable crop compared to others like soybeans, almonds or oats. Not to mention dairy products", Thomas Olander continues.

DUG is available in three flavours: Original, Barista and Unsweetened. More information about the climate footprint and which retailers offer DUG can be found on our website, [dugdrinks.com](http://dugdrinks.com). Here, Veg of Lund shares compelling information about the different variants, its climate footprint, nutritional profile and unlocks all the genius of our hero ingredient: the potato.

### **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).