



Veg of Lund introduces its plant-based smoothie in new type of packaging

From first half of 2021, Veg of Lund will launch sales of the Company's plant-based smoothie products in Tetra Prisma containers from Tetra Pak. The container holds as much My Foodie® as the glass bottles, but the total weight is appreciably lower. The novel packaging meets both the Company's quality and sustainability criteria and the customer requirements of convenience and accessibility.

The plant-based food innovation company Veg of Lund's range of smoothies in three different flavours are since 2018 marketed under the name My Foodie® in Sweden and the United Kingdom. During the last year, the products have been introduced in new markets – China and Greece – and new consumer categories and sales channels have been added. In order to meet demand, Veg of Lund is now introducing carton packages from Tetra Pak that preserve the nutritional value and taste of the contents and reduce the cost of transport.

“The 250 ml glass bottles are good containers that are appreciated by customers such as cafes and small stores; the introduction of My Foodie® in carton packages allows us to also reach consumers that prefer to buy several containers, while giving us access to new sales channels,” says Thomas Olander, CEO of Veg of Lund. “Our ambition is to supply packaging that contributes to the circular economy and cuts carbon dioxide emissions – packaging that is made from renewable and fully recyclable materials.”

The production and packaging is carried out at the Frampton facility in Shepton Mallet, Somerset, England, and My Foodie® in carton containers can be shipped to Veg of Lund's customers in the United Kingdom and other countries.

For more information, please contact:

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About Veg of Lund

Veg of Lund is a food innovation company rooted in research at Lund University. The company has developed a unique, patented method to produce a heat-stable plant-based emulsion consisting of potato and rapeseed oil. As its first product, Veg of Lund launched My Foodie®, available from food retailers in Sweden and the United Kingdom. Since 10 February 2020, the company's share is listed at Nasdaq First North Growth Market under the ticker VOLAB. Read more at www.vegoflund.se. The company's Certified Adviser is Eminova Fondkommission AB, which can be contacted by telephone on +46 8 684 211 10 or by e-mail at adviser@eminova.se.