



## The UK's largest independent wholesaler supplies DUG®

**Bestway Wholesale is the UK's largest independent food and drink wholesaler and services over 100,000 independent outlets in addition to their own retail estate throughout the country. Starting in January 2022, Bestway will stock and distribute Veg of Lund's plant-based drink DUG®.**

Veg of Lund has today signed an agreement with the UK's leading food wholesaler Bestway Wholesale. The agreement means that DUG's three variants, Original, Unsweetened and Barista, will be available to independent retailers and serving outlets across the UK.

"Following its UK launch in late June of this year, Veg of Lund have had a tremendous positive response from the UK media as well as customers and, importantly, consumers. As we use potatoes, and DUG therefore is one of the most sustainable alternatives to milk on the market, it has been recognised and gives the brand a significant point of difference. We have had enquiries from many retailers who want DUG in their customer offering of plant-based foods and in Bestway we have a strong partner who can supply throughout the UK," says Cecilia Lindwall, CEO of Veg of Lund.

"Bestway has 56 cash & carry's and an efficient infrastructure, and together we look forward to the opportunity to expand the plant-based foods, the fastest growing food categories in the UK. Before Christmas, the first delivery of approximately 60,000 units will be made to Bestway's Central Distribution Centre for distribution to the company's largest 30 depots," says Cecilia Lindwall.

### **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 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).