



Veg of Lund enter Germany with partner distributor

In line with updated commercial strategy Veg of Lund now start addressing the German market through a distributor business model. Regional partner CCP AG will, starting immediately, address food manufacturing, cafés, and retail chains with the European patented DUG potato drink.

"The agreement with CCP AG marks the start of the updated business model where distributor and license partnerships will be cornerstones for the company growth moving forward. I look forward to having experienced and dedicated resources on the ground in Germany, supplied by our newly appointed German contractor", says Fredrik Carling, CEO of Veg of Lund.

CCP AG was founded in 2004, initially marketing and selling imported chili peppers from South Africa. Over the years they have grown in reach and product portfolio addressing food industry, retail and catering across Germany included brands and quality products in the vegetarian segment. CCP AG will now form a division focusing on the introduction of DUG potato drink. The company is based in Kleinosheim, near Frankfurt.

"DUG Potato drink is the answer to all the questions that other plant-based milk alternatives so far have left unanswered. It is sustainable, regional and convinces with a well-balanced combination of taste and creaminess. We are delighted to have gained an innovative partner in Veg of Lund and to be able to launch their products in Germany, following their successful introduction in Sweden and the UK", says Hanna Koglin, Sales & Marketing Director CCP AG.

For more information, please contact:

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About Veg of Lund AB (publ)

Veg of Lund AB (publ) develops, markets and sells plant-based foods that meet consumer demands for taste and sustainability. Veg of Lund has its roots in research at Lund University and the company's business concept is to use its knowledge, patented methods and innovative solutions to develop and sell tasty, climate-smart and locally produced products based on potatoes. Veg of Lund offers alternatives to dairy products (milk drinks) and snacks (smoothies) and also develops meat alternatives. The company's products are sold under the DUG brand to consumers, restaurants and food companies in Sweden, England and Ireland. The company has the ambition to expand mainly in Europe and Asia. The share is listed on Nasdaq First North and trades under the name VOLAB. Read more at ir.vegoflund.se. Mangold Fondkommission AB is the company's Certified Adviser and can be contacted by phone: +46 8 5030 15 50 or e-mail: ca@mangold.se.