



## UK's leading distributor of health foods and nutritional products chooses DUG®

**Health Made Easy Group is the UK's largest wholesaler focusing on organic food, health foods and supplements. The company has helped pioneer a number of healthy eating trends, including freefrom and vegan foods and continues to influence trade and consumers. From early 2022, Veg of Lund's plant-based drink DUG® will be included in Health Made Easy's offering to its UK retailers.**

The Health Made Easy Group is made up of several established brands, the best known of which is Tree of Life with around 1,200 independent stores in its network. Total annual sales are around GBP 100 million.

Julian Wright, Group Buying Director, Health Made Easy:

“As a leading wholesaler & distributor of plant-based products in the UK, Tree of Life & The Health Store are excited to be working with the DUG brand. Plant-based milks are an important part of our business and we look forward to offering the great tasting DUG potato milk as it's sustainability credentials and allergen friendly constitution are exactly what our customers and consumers are looking for.”

“DUG has a natural place in stores focused on healthy eating. As well as being super sustainable from an environmental perspective, our potato-based drink is free from lactose, milk, soy, gluten and nuts. We are very excited about our partnership with the Health Made Easy Group, which has several well-known UK brands such as Tree and Life, the Health Store and Higher Nature,” says Cecilia Lindwall, CEO of Veg of Lund.

### **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).