



## **Name and distinct packaging decided for Veg of Lund's plant-based milk product**

**Veg of Lund will broaden its range of plant-based food during the first half of 2021. The Swedish company will then introduce its own potato milk, developed by the company in three different versions under the DUG® brand. Consumers in England and Sweden will be the first to taste the genius beverage with a brand associated with how its origin was dug up.**

During spring, Veg of Lund's range of plant-based beverages will be expanded to include potato milk under the brand DUG®, a beverage that will satisfy high consumer demands with regard to taste, texture and sustainability. The beverage is based on potatoes, a root vegetable that is grown throughout Sweden, providing it with one of the smallest climate footprint in its product category. DUG® is free of allergens such as lactose, milk, soy, gluten and nuts. With its taste-neutral profile, the beverage is ideal for both stores and coffeeshops.

"We have worked intensively to develop DUG® over the year; I am very proud that we have made it this far despite some delays resulting from COVID-19. With our new brand and a distinct packaging design, I believe there are good opportunities for Veg of Lund's potato milk to become an attractive beverage for all consumers who are looking for a tasty and creamy alternative to milk and the existing plant milks on the market. The market potential is strong and growing," says Thomas Olander, CEO of Veg of Lund AB.

The market analysis company Allied Market Research ("AMR") estimates that the global sales of plant-based beverages totaled USD 13.6 billion in 2018. AMR expects the market to show an average annual growth of 6.7 percent from 2019 to 2026, when it is estimated to reach USD 22.5 billion.<sup>1</sup>

"There are plant-based dairy products made of other produce, but I am convinced that DUG® will find a warm response. Our range of products to be launched will allow consumers to find their personal favourites. Original is for those who want a tasty and healthy beverage. The Unsweetened version is for those who, for example, want to have their potato milk with their breakfast cereal. For those who would like to enjoy a cup of tea, coffee or hot chocolate with beautiful Latte Art, a Barista version is also available," says David Sandberg, Veg of Lund's Head of Sales.

"Potato milk is the genius beverage and we wanted to find the appropriate robust brand. The word 'dug' was obvious, we dug deep and discovered a new plant-based dairy alternative. The sustainability profile of DUG® will be the strongest on the market, with a quarter of the carbon footprint compared with milk of animal origin, with efficient use of land and very low water consumption. DUG® has a neutral taste profile, and the content is healthy and free of allergens. Furthermore, we have chosen a carton container from Tetra Pak, which meets our quality and environmental demands and at the same time allows us to achieve a clear graphic expression. I am positive that our potato milk will create a buzz and that it will sell well alongside the plant-based smoothie products of Veg of Lund," says David Sandberg.

The production and packaging in one-litre Tetra Brik Aseptic containers will be carried out at the Frampton facility in Shepton Mallet, Somerset, England.

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<sup>1</sup> <https://www.alliedmarketresearch.com/press-release/plant-based-beverage-market.html>



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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](http://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](mailto:adviser@eminova.se).