



Veg of Lund signs agreement with sales broker in the United States

The food company Veg of Lund has signed an agreement with Organic Food Brokers, an established sales broker specialized in sales of food in the United States. Organic Food Brokers will establish Veg of Lund in the North American market and work with the sales of the Company's new product, potato milk, which will be marketed under the brand DUG®.

Organic Food Brokers is a national sales and brand management company specialized in sales of food products through the U.S. market's retail and food service channels. Ross Schold, Executive Vice President, with more than 20 years of experience in purchasing, sales and brand development, will lead the work to establish Veg of Lund and its products.

“Through Ross's experience from the food industry, and his colleagues, we gain access to a motivated sales team with an extensive and strong network. In combination with Ross's in-depth knowledge of sales, brands, wholesale and retailing, this makes me confident that he is the right person to establish Veg of Lund in the United States, which is one of our strategic markets,” says Thomas Olander, CEO of Veg of Lund. “Ross will begin work on our latest product, the potato milk, which will be marketed under the brand DUG®. Our goal is to launch the potato milk in the United States during the second half of 2021 and prepare for launching our other products.”

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 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: +46 8 684 211 10, or e-mail: adviser@eminova.se.