



Veg of Lund winner of the World Food Innovation Awards

The Swedish food company Veg of Lund has continued success in the international food arena. In this year's edition of the World Food Innovation Awards, the company's potato-based drink, DUG®, was crowned winner as Best Allergy-Friendly Product and reached a high position in three categories, with a highly commended award in the Best Plant-Based Beverage category. The international judging panel considered 276 entries from 22 countries.

"Our smoothie product won in 2018 and now we are following up with our potato drink DUG®. It is a great recognition for Veg of Lund's work and our unique product that we will launch on the consumer market within a few months", says Thomas Olander, CEO of Veg of Lund. "We are happy to have won in the category Best allergy-friendly product, but at least as happy and proud to be highly commended also in the important category Best Plant-Based Beverage, after the market giant Nestlé."

The World Food Innovation Awards are one of the oldest and most established awards for plant-based foods and the aim of the competition is to highlight innovation in all segments of the industry. In this year's edition, the seventh in a row, there was a record number of entries and several of the world's largest food companies participated with their main products. In its motivation for choosing DUG® as the winner, the judging panel emphasizes that "This product changes the concept of only working with nuts and dairy products to obtain milk. It is a very complete concept in terms of packing, sustainability and creative it's a very interesting concept on how potato becomes versatile on the plant based category."

DUG® was nominated in the following categories:

- Best Allergy-Friendly Product
- Best CSR/Sustainability Initiative
- Best Health or Wellness Drink
- Best Plant-Based Beverage

For more information about the competition and its different categories:

<https://www.foodbev.com/news/world-food-innovation-awards-2021-winners-announced/>

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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. 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.