



Veg of Lund launches its plant-based drink DUG® at ICA Kvantum Liljeholmen in Stockholm

There is now a new plant-based potato-based drink, DUG®, in Sweden. The first store to offer its customers an alternative to animal milk and other plant-based beverages is ICA Kvantum Liljeholmen in Stockholm.

“The launch is an important step for Veg of Lund and we look forward to meeting consumers with our new tasty potato-based drink. We have developed a product that meets many requirements that conscious customers place on plant-based foods from a taste, health and climate perspective. Hence, we are convinced that DUG® can take a leading position,” says Thomas Olander, CEO of Veg of Lund.

DUG has already attracted attention in the international food industry. At this year’s World Food Innovation Awards celebration, DUG exceeded all expectations, with finalist nominations in four categories, of which it was crowned winner as Best Allergy-Friendly Product, and was “Highly Commended” in the Best Plant-Based Beverage Category. The international judging panel considered 276 entries from 22 countries.

“Our customers have high expectations on our offerings and that we are at the forefront of sustainability work. ICA Kvantum Liljeholmen has been working for a long time to reduce food waste and increase awareness of the climate impact of food. With DUG, we can offer a product that has a strong profile in the range of plant-based drinks. It is a complete product that is appreciated by all consumers who are looking for vegan, allergy-free and healthy alternatives in dairy shelves, in addition to having a low climate footprint,” says Tobias Nilsson, CEO of ICA Kvantum Liljeholmen.

“We have a good product that we are proud of. Taste and climate footprint have impressed both consumer and expert panels. Our choice to use potatoes as a base means that we have a super-sustainable drink. Potatoes don’t need much to grow at all, making them a super-sustainable crop compared to others like soybeans, almonds or oats. Not to mention dairy products,” says Thomas Olander.

DUG is available in three flavours: Original, Barista and Unsweetened. The sale of DUG commences at ICA Kvantum Liljeholmen and will in a few weeks be followed by additional ICA stores in the Stockholm region. More information about the climate footprint and which retailers offer DUG can be found on our new website, dugdrinks.com. Here, Veg of Lund shares compelling information about the different variants, its climate footprint, nutritional profile and unlocks all the genius of our hero ingredient: the potato.



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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 were listed on the Nasdaq First North Growth Market under ticker VOLAB. Read more at 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.