



## China's leading business arena for new foods highlights Veg of Lund's plant-based drink DUG®

**For three days, from 30 June to 2 July 2021, China's food industry will gather in Hangzhou to study innovations, trends and marketing. DUG® is one of 13 selected brands that will have the opportunity to present themselves to purchasers, food agents, investors and industry colleagues who participate in China's most professional food technology event, Food & Beverage Innovation Forum ("FBIF") in Hangzhou.**

"This is a fantastic opportunity for Veg of Lund to showcase our new product to a large part of China's most influential players when it comes to placing new foods in one of the world's largest consumer markets. We and our strategic partner in China are very proud that DUG is one of only 13 brands invited to participate at FBIF," says Thomas Olander, CEO of Veg of Lund.

"FBIF is a giant conference that is considered to be the most important and best food tech event in China. It is organized by Simba Events, a company that started in Shanghai in 2013 and focuses on companies and products at the forefront of the food industry. Early on, FBIF was focusing on plant-based foods and several of the products they have chosen to highlight have developed well since they participated in FBIF. It is a great honour and an important step for DUG to be highlighted in the important Chinese market," says Kenneth Davidsson, Veg of Lund's partner for the Chinese market.

"DUG has already attracted attention in the international food industry. In this year's edition of the World Food Innovation Awards, DUG was nominated in four classes, was named the winner of one, Best Allergy-Friendly Product, and received a special award in the category Best Plant-Based Beverage. We see that there are good conditions because we can reach many conscious consumers in China," says Thomas Olander.

DUG is available in three flavours: Original, Barista and Unsweetened. More information about the climate footprint and which retailers offer DUG can be found on our new website, [dugdrinks.com](http://dugdrinks.com).

### 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 were 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).