



Chinese coffee shops choose Veg of Lund's plant-based drink DUG®

Veg of Lund and its Chinese partner have started deliveries of the potato-based drink DUG® to selected coffee bars in Shanghai and Tianjin. The primary target group is the more than 6,000 coffee bars located in Shanghai, a city with about 26 million inhabitants.

At the beginning of July, around 800 people in the food industry were invited to taste and test Veg of Lund's plant-based drink DUG®. The reactions were positive, and the company's Chinese partner is now moving forward with delivering DUG to the coffee bars that have shown the greatest interest.

"China is a very interesting market and we are now launching according to the well-functioning model that we use in Sweden and the UK. Choice, our Chinese partner, is doing an excellent job and we have been on the shelves of the Ole' Supermarket food chain for a few weeks now. Now we are supplementing with cafés in Shanghai and Tianjin, two cities with around 42 million inhabitants and I am sure that many people appreciate our drink in coffee as well as tea", comments Cecilia Lindwall, CEO of Veg of Lund.

"The target group in the Shanghai area is 6,000 coffee bars and the sales strategy means offering hundreds of the more trend-setting/exclusive coffee bars to be the first with DUG. We have worked to create the coffee drinks that consumers like best and the results show that DUG does much better than, for example, oat milk. Among other things, we have developed special coffee drinks based on DUG Barista", says Kenneth Davidsson, Veg of Lund's partner for the Chinese market.

More information about DUG and current points of sale can be found at dugdrinks.com.

For more information, please contact:

Veg of Lund AB
Cecilia Lindwall (CEO)
Telephone: +46 765 014 809
E-mail: cecilia.lindwall@vegoflund.se

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.