



## City Gross to launch Veg of Lund's plant-based drink DUG®

**Veg of Lund has signed an agreement with Bergendahls Foods to deliver its plant-based potato drink DUG® to Bergendahl's 42 City Gross stores in Sweden. From October, all three flavours of DUG, Original, Barista and Unsweetened, will be on store shelves.**

City Gross was founded in 1993 and today consists of 42 supermarkets and e-commerce. All stores have store-cut meat, manual fish departments, their own store bakeries and the country's widest range of food. City Gross is run by Bergendahls, which was founded in 1922 and today is owned by the Bergendahl Mylonopoulos family in the third and fourth generations.

“The agreement with Bergendahlsgruppen/CityGross is important to us and we will deliver DUG to about a hundred Matrebellsbutiker/Matöppet around Sweden. Veg of Lund has a large network and can now reach customers in the big cities as well as in the countryside, via physical stores and online stores,” says John Seaton, sales manager Veg of Lund.

“Recent weeks have shown that customers and consumers appreciate DUG. Several strong players in Sweden, the UK and China have decided to include our plant-based drink in their range. We have also strengthened our financial position to meet the growing demand, among other things through increased production, consumer marketing and a larger organization. I also see opportunities for expanded partnerships,” says Cecilia Lindwall, CEO of Veg of Lund.

More information about DUG and current points of sale can be found at [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).