



Veg of Lund from the start when London-based Zebra opens marketplace for plant-based food

London-based Zebra has opened its plant-based foods only platform and Veg of Lund's DUG® potato drink will be part of the range from the start. The company sees opportunities to help establish a new marketplace with a clear focus on a sustainable food supply chain.

Veg of Lund's plant-based drink DUG® will be present from the start when Zebra opens London and England's new plant-based food-only marketplace. With locally grown fresh produce, plant-based food products and fossil-free transport to customers, Zebra expects to rapidly expand its business to other parts of the UK in 2022.

"Zebra is in the starting block with its business and has a clear vision of a more sustainable food supply, just like Veg of Lund. We look forward to reaching out together to customers and consumers who want good and healthy products, produced and delivered in the most sustainable way," says Emma Källqvist, acting CEO and CFO of Veg of Lund. "DUG is a super sustainable and tasty beverage, and with Zebra's electric refrigerated trucks for delivery to consumers, we are able to further reduce our carbon footprint."

Emanuele Angeloni Co-Founder & CMO at Zebra said:

"Here at Zebra we only select the best and most sustainable products. DUG has always been a product we were interested in, since it shares our same values, and it's aligned with our philosophy: a greener and healthier world, where plant-based doesn't make you sacrifice on taste but enhance it. We are proud to have DUG on board with us since I know we will make great things together, spreading the right choices in eating different but better."

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® brand. The company's shares are listed on the Nasdaq First North Growth Market under ticker VOLAB. Read more at ir.vegoflund.se. Mangold Fondkommission AB is the company's Certified Adviser and can be contacted via telephone: +46 8 5030 15 50 or e-mail: ca@mangold.se.