



UK food companies choose DUG® for vegetarian and vegan products

Veg of Lund has started selling its plant-based drink DUG® directly to food manufacturers in the UK. This category consists of convenience food suppliers, beverage manufacturers and developers of new dishes, that complements Veg of Lund's existing customer categories.

The launch of Veg of Lund's DUG® plant-based drink in the UK has been primarily through supermarkets and cafés. In a short period of time, DUG has gained consumer appreciation and several media outlets have given the drink high ratings in tests of the range of plant-based products. As the UK business sector reboots in 2022 following pandemic restrictions, Veg of Lund can take the next step in its strategy, to partner with some of the major UK manufacturers of ready-meals and desserts. This customer category is reporting strong growth in sales of plant-based products and a high rate of development of new vegan dishes, with innovative players and brands launching frozen and fresh plant-based alternatives to dairy and meat-based ready meals.

"Professional kitchens and larger manufacturers of various food products are a customer category we see as important for our growth in our strategic markets. With DUG's strong climate and flavour profile, allergen friendly and neutral taste that doesn't impact the taste or consistency of their recipes there are many great reasons for food companies to use DUG in various food products. In addition, potatoes provide useful carbohydrates such as starch. We are working together with well-established Food Team International in this sector, and we already shipped our new 10 litre bag in box package," says Emma Källqvist, acting CEO and CFO of Veg of Lund.

"DUG is in use in the production of a number of recently launched vegan ready meals and several major manufacturers are at the point of including DUG in their recipes as they respond to the ever more demanding NPD briefs of grocery retailers. Focused on the unsweetened variant which we have made available in a production-friendly 10 litre bag in box, DUG is becoming an important ingredient in a variety of popular pasta and rice dishes with bechamel sauces, carbonaras & curry sauces," says Graham Stonadge, Veg of Lund's UK Sales Manager.

"We are working together with Food Team International, who are well known in this sector for their reliability and service in addition to their expertise in frozen plant-based dishes. Food Team bring technical knowledge and attention to detail that will help facilitate the growth of Dug and its continued development into many areas where traditionally dairy has prevailed," Graham Stonadge continues.

"Customers in this sector can also help us by adding value in terms of raw materials, origin, nutritional content and environmental and sustainability aspects. We see great opportunities to help inspire several other professional food producers who are investing in high-quality plant-based, allergen-free and nutritious dishes that are good for our planet," says Emma Källqvist.



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About Veg of Lund AB (publ)

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 share is 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.