



April 16, 2025

ASX RELEASE

Fiji Kava to Be Ranged Nationally in Woolworths Supermarkets

16 April 2025, Brisbane: **The Calmer Co. International Limited (ASX: CCO)**, a beverage company focused on kava and other natural products that support relaxation, aid sleep, and offer an alternative to alcohol, is pleased to announce that its Fiji Kava 50g Instant Kava product will be ranged nationally across the Woolworths supermarket network from June 2025.

Key Highlights:

- **Woolworths is Australia's largest supermarket chain**, with over 1,100 stores and more than 35% market share of annual retail supermarket sales in the country¹.
- Fiji Kava Instant 50g will be ranged in the vitamins section of **Woolworths stores nationwide** beginning June 2025.
- This rollout complements existing distribution in more than 800 Coles supermarkets and Quickstop convenience locations across Australia.
- **With Coles and Woolworths collectively accounting for approximately 67% of Australia's retail supermarket sales²**, Fiji Kava and Taki Mai are now positioned as truly mainstream brands in the domestic market.

This expanded national presence across Australia's leading retailers underscores growing consumer interest in natural health and relaxation products. Global kava sales are projected to grow at over 16% annually³, with Amazon forecasting a 45% increase in kava sales on its platform in the year ahead⁴ — reflecting the strong momentum of this emerging category.

The Calmer Co is strategically positioning Fiji Kava and Taki Mai as leading brands in the functional beverage space, both in Australia and internationally. The partnership with Woolworths enhances brand visibility, strengthens consumer engagement, and supports our omnichannel growth strategy, including our direct-to-consumer digital platforms.

1. <https://www.statista.com/statistics/1058341/australia-total-sales-of-food-of-woolworths-group>
2. <https://www.crikey.com.au/2024/09/30/woolworths-coles-paint-by-numbers>
3. ¹ IMARC Group, Kava Root Extract Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2024-2029, <https://www.imarcgroup.com/kava-root-extract-market>.
4. ¹ OeP, Acosta Group Fiji Kava 2024-2025 Business Review





Zane Yoshida, CEO of The Calmer Co, said:

“The national launch in Woolworths is a major milestone for The Calmer Co, and further validates the growing consumer demand for premium kava as a natural, functional alternative to alcohol. Being ranged in both major Australian supermarkets not only amplifies our reach but reinforces our ambition to lead this rapidly growing category.”

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This announcement has been approved for release by the Board of The Calmer Co. International Limited.

For further information

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About The Calmer Co.

The Calmer Co. International Limited (ASX:CCO) is a fast growing beverage business leveraging a global opportunity in kava and other natural products that replace alcohol and support relaxation and sleep.

Our products are delivered to consumers globally through e-commerce channels and blue-chip retail distribution partners, supported by a reliable farm to shelf supply chain.

The product range includes drinking powders, natural and flavoured kava shots, concentrates and capsules, sold under the brands Fiji Kava, Taki Mai and Danodan Hempworks in markets including USA, Australia, New Zealand, China and the Pacific Islands.

Forward looking statements

This ASX release includes certain forward-looking statements that are based on information and assumptions known to date and are subject to various risks and uncertainties. Actual results, performance or achievements could be significantly different from those expressed in, or implied by, these forward-looking statements. Such forward-looking statements are not guarantees of future performance and involve known and



unknown risks, uncertainties and other factors, many of which are beyond the control of Fiji Kava. These factors may cause actual results to differ materially from those expressed in the statements contained in this announcement.