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ASX RELEASE

Fiji Rugby Union and The Calmer Co Expand Partnership with the Launch of Co-Branded Kava Shots and Instant Kava Powder

The Calmer Co. International Limited (ASX: CCO), a beverage company focussing on kava and other natural products that replace alcohol, support relaxation and aid sleep, is pleased to announce the launch of a new range of co-branded kava products developed in partnership with the Fiji Rugby Union (FRU).



Highlights

- The new co-branded kava products will include **Fiji Kava 150g Instant Kava Powder** and **Taki Mai 50ml Cold-Pressed Kava Shots**
- Both formats are infused with dehydrated coconut water powder, supporting hydration and muscle recovery.
- The use of coconut water honours the cultural and nutritional importance of coconuts to the Fijian people and rugby community.
- **Products will be available in leading tourist retail outlets across Fiji** including Jacks of Fiji, Tappoo and Prouds from May and Amazon USA.



- Fiji Kava and Taki Mai continue to serve as the official kava products for all Fiji Rugby national teams, supporting player rest and post-match recovery.
- CCO will pay a 10% royalty on the sales price of all products sold to channel partners.

This launch represents a key milestone in the long-standing relationship between The Calmer Co and the FRU, with The Calmer Co proudly continuing as the exclusive kava supplier to Fiji Rugby.

Zane Yoshida, Founder and CEO of The Calmer Co, said, "This launch represents a meaningful intersection of science, tradition, and sport. By combining the calming and muscle-recovery properties of kava with the hydrating benefits of coconut water, we've created a truly unique product range that resonates with Fijian culture. We're proud to honour our partnership with the Fiji Rugby Union and support the recovery of Fiji's elite athletes and everyday consumers alike."

Chairman of the Fiji Rugby Union, John Sanday, commented, "This partnership continues to highlight the alignment between Fiji Rugby and local Fijian businesses committed to innovation and well-being. The addition of coconut water into the official kava range is a nod to our heritage, and we're proud to work with The Calmer Co to bring this to both our athletes and fans."

[See Full Release on Investor Hub](#)

ENDS

This release has been approved by the Board of Directors.



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For further information

Founder & CEO, Zane Yoshida, is available for comment through:

Investor & Media Relations

Joelene Jenkins

joe@thecalmerco.com

+61 416 116 216

About The Calmer Co

The Calmer Co. International Limited (ASX:CCO), provides natural solutions to calm nerves, support mind and muscle relaxation and induce sleep. The product range includes drinking powders, shots, tinctures, extracts and capsules. Sold under our house of brands; Taki Mai, Danodan Hempworks and [Fiji Kava](#), **Australia's leading Kava brand** sold across Coles, Woolworths and Amazon. International markets include USA, Australia, New Zealand and Fiji.

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