



ASX Announcement

Tasmanian Pâté now ranged in ~700 Coles stores nationally

Pure Foods Tasmania Limited (ASX: PFT)

7th October 2025

Key Highlights

- Ranging expanded nationally, with distribution increasing from approximately 300 to around 700 Coles stores
- Orders under the expanded arrangement have commenced and shipped across the network
- Initial September orders more than **ten times higher** than average monthly orders under the previous ranging
- Forecast annualised sales contribution of approximately **\$500,000–\$600,000**, representing a meaningful increase on FY25 Tasmanian Pâté sales

Pure Foods Tasmania Limited (ASX: PFT) (“PFT” or “the Company”) is pleased to announce the successful **national ranging expansion** of its Tasmanian Pâté brand with Coles Supermarkets.

The development sees the brand’s distribution increase from approximately 300 to around 700 Coles stores nationally, with the balance of stores expected to complete rollout over the coming weeks.

Initial performance for the Tasmanian Pâté brand has been exceptionally strong, with September orders more than **ten times higher** than the average monthly volumes achieved under the previous single-SKU ranging from June to August 2025. Based on current momentum, the expanded ranging is forecast to generate approximately **\$500,000–\$600,000 in annualised sales** from Coles, materially strengthening the Company’s revenue base and brand presence. All current orders have been placed under Coles’ existing master supply agreement.

The development marks a significant milestone for Pure Foods Tasmania, representing a forecast material uplift of approximately **15%** in sales relative to FY25 *Tasmanian Pâté* sales of \$3.68 million. This increased national distribution further strengthens the Company’s revenue base and enhances brand visibility across Australia.

The Board believes this achievement represents a strong endorsement of *Tasmanian Pâté* by a leading national retailer, validates consumer demand for premium Tasmanian products, and underpins the Company's focus on profitable growth. With this momentum, PFT is well positioned to continue executing its turnaround strategy and unlocking further opportunities.

This announcement has been authorised and approved by the Board on 7 October 2025.

Corporate

Malcolm McAully
Executive Chair
0362294546

About Pure Foods Tasmania (PFT)

Pure Foods Tasmania Pty Ltd was formed in 2015 with the aim to enhance and promote Tasmania's premium food and beverage businesses. PFT's strategy is to develop new premium products within our existing brands and in the plant-based food market, to acquire complementary brands and businesses and to increase our market penetration and distribution for our suite of brands and products globally. PFT's suite of brands and businesses include Woodbridge Smokehouse, Tasmanian Pate, Daly Potato Co and The Cashew Creamery.
purefoodstas.com