



December 23, 2025

ASX RELEASE

## FDA Confirms Kava as a Food Under Federal Law, New Announcement Strengthens The Calmer Co's Amazon Growth and U.S Expansion Strategy

**23 December 2025, Brisbane: The Calmer Co. International Limited (ASX: CCO)**, a leading consumer packaged goods company specialising in kava beverages, natural relaxation products, and healthier alternatives to alcohol, is pleased to advise shareholders that the U.S. Food and Drug Administration (FDA) today announced that traditionally prepared kava beverages, made solely from kava root and water, are recognised as food under U.S. federal law.

This newly released FDA clarification, announced today, provides significant regulatory certainty for the global kava industry and directly enhances The Calmer Co's strategic position in the United States. The announcement strengthens both sides of the Company's U.S. portfolio:

- Traditional drinking kava, now clearly classified as *food*
- Tinctures, capsules, and flavoured Taki Mai® kava shots, remain unaffected and continue to be sold as dietary supplements manufactured in our FDA-registered and FDA-audited facility in Fiji

This dual-category capability (Food + Supplement) remains a key competitive advantage for The Calmer Co.

The FDA's announcement comes at a time of strong growth for the Company's Fiji Kava® and Taki Mai® brands on Amazon USA, where both have delivered exceptional year-on-year performance.

### Highlights

- The FDA today confirmed that traditionally prepared kava beverages qualify as "food" under U.S. federal law, providing immediate clarity and strengthening The Calmer Co's position in the world's largest kava market.
- Dietary supplement formats, including tinctures, capsules, and flavoured Taki Mai® shots, remain unaffected, continuing strong growth on Amazon USA.
- The Company's Fiji manufacturing facility is FDA registered and FDA audited, compliant with the higher cGMP standard required for U.S. dietary supplements.



- Fiji Kava® 150g Instant Kava remains the #1 best-selling branded instant kava product on Amazon USA, delivering increasing share of sales and strengthening visibility.
- Fiji Kava® delivered +565% YoY uplift in organic search visibility and a 45% YoY increase in share of sales.
- Taki Mai® achieved +3111% YoY growth in organic search visibility and an 870% YoY increase in share of sales, establishing itself as one of the fastest-growing brands in the category.
- Dual-category capability positions The Calmer Co to expand across food, beverage, and dietary supplement markets simultaneously.

**Founder & CEO, Zane Yoshida, commented:**

“Today’s announcement by the FDA confirming traditionally prepared kava as food under U.S. federal law is a landmark development for our industry and a major strategic win for The Calmer Co.

This new clarity strengthens our entire U.S. portfolio. Our Fiji Kava® drinking powders now benefit from a clearly defined food pathway, while our Taki Mai® flavoured shots, tinctures, and capsules continue to grow strongly as dietary supplements. These products utilise ingredients that are manufactured to U.S. cGMP supplement standards in our FDA-registered and audited facility in Fiji, a level of compliance that very few kava producers globally can match.

Fiji Kava® remains the number-one branded kava product on Amazon USA, and Taki Mai® continues to be one of the fastest-growing supplement brands in the category. With more than 21 million Americans now consuming kava, this FDA ruling further validates our strategy and unlocks additional growth opportunities across retail, eCommerce, and B2B partnerships.”

**ENDS**

**This announcement has been approved by the Board of Directors.**

To engage with our announcement on Investor Hub, please click [here](#).

## **Investor and Media Relations**

**Zane Yoshida – Founder & CEO**

[investors@thecalmerco.com](mailto:investors@thecalmerco.com)





## About The Calmer Co.

The Calmer Co. International Limited (ASX: CCO) is a fast-growing beverage and natural wellness company leveraging a global opportunity in kava and other natural products that support relaxation, better sleep, and healthier alternatives to alcohol.

The Company markets a diversified range of drinking powders, natural and flavoured kava shots, concentrates, tinctures, and capsules under its Fiji Kava®, Taki Mai®, and Danodan® brands. Products are distributed globally through eCommerce platforms, Amazon USA, and major retail partners, supported by a vertically integrated, FDA-registered farm-to-shelf supply chain operating from Fiji.

## Forward Looking Statements

This ASX release includes forward-looking statements based on information and assumptions known to date. These statements are subject to various risks and uncertainties, many of which are outside the Company's control. Actual performance may differ materially from that expressed or implied. These statements are not guarantees of future performance.