



**ASX ANNOUNCEMENT**  
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## **Buderim Ginger Original Energy Drink Ranged In Woolworths Supermarkets**

- Buderim Ginger *Original Energy Drink* to be ranged nationally in Woolworths.
- Capitalises on the growing demand for energy drinks - around 5 percent per annum
- Builds on 'ginger plus' beverage strategy

**Brisbane 6 March 2018:** Buderim Group Limited (Buderim) announces that following the recent highly competitive range review for the energy drink category, the company has received confirmation that Buderim's *Original Energy Drink* will be ranged in over 450 Woolworths Stores nationally. Woolworths is Australia's largest supermarket chain, and already carries a number of Buderim Ginger lines including preserved & confectionery ginger, ginger spreads, cordials and ginger beers.

Buderim's Chief Executive Officer, Andrew Bond said: "The energy category is expected to continue to grow over the next five to seven years at more than 5 percent per annum, and is one of the fastest growing drinks/supermarket categories in Australia."

"Central to Woolworths decision was the opportunity to carry a differentiated product, as the only ginger based energy drink in the burgeoning and competitive energy drinks sector," said Mr Bond

Mr. Bond said also that Woolworths' ongoing support and partnership over many years had enabled the Group to continually develop its 'Beverage Plus' strategy, bringing new and exciting products to consumers, and this was expected to continue.

The new *Original Energy Drink* is the latest new innovative product developed by Buderim and will join Buderim's *Ginger Beer Plus* portfolio on shelf in Woolworths stores, which includes premium flavour combinations such as *Ginger Beer & Apple* and the award winning *Ginger Beer & Pear*.

"Our 'ginger plus' beverage strategy continues to grow and develop. This latest product enables us to broaden our consumer offering beyond alcoholic and non-alcoholic ginger beer, cordial based products and into the dynamic energy drinks segment.

This additional representation in Woolworths broadens our platform for growth, including the potential entry into China, where home market relevance is considered essential for consumer confidence, especially in growth segments of the drinks market. In addition, Australian ginger itself is highly regarded in China," said Mr Bond.

Buderim Ginger's *Original Energy Drink* in 250ml cans is expected to be on shelf in Woolworths late March 2018.

**Ends.**

**Media enquiries, please contact:**

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**About Buderim Group Limited:**

From a small Ginger Growers Cooperative in 1941, to one of the world's leading ginger producers and marketers of confectionery ginger, Buderim Ginger is a long-standing and proudly successful Australian business.

Buderim Ginger products are also to be found in Coles, Metcash and Costco. Its dark chocolate ginger snack packs are carried by Virgin Airlines.

It is also a major processor and marketer of macadamia nuts through MacFarms in Hawaii.

The Group's public face is the renowned and highly awarded tourism attraction, The Ginger Factory, located on Queensland's Sunshine Coast.