



Press Release
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Hemp Foods Australia secures national distribution deal with Woolworths

Hemp Foods Australia, a subsidiary of Elixinol Wellness and Australia's leading hemp food company, has secured nationwide distribution with Australia's largest supermarket chain Woolworths, that will see the brand being stocked on supermarket across Australia.

Hemp Foods Australia's certified organic *Hemp Gold™ Seed Oil* will be available in over 100 Woolworths stores across the country from October, demonstrating the growing mainstream appeal of hemp and the increasing consumer demand for hemp food products and plant-based diets.

In addition to the Woolworths deal, Hemp Foods Australia has expanded its partnership with Costco by adding its certified organic *Hemp Gold™ Protein* to its stores following the success of the *Australian Hemp Seeds* product which Costco began stocking at the end of last year.

"These recent partnerships with two of Australia's leading shopping chains demonstrate the increasing consumer appeal hemp food products now have. They underpin our strategy to drive wider national distribution so we can provide more people with the amazing nutritional and health benefits of hemp products," said Felipe Favaro, General Manager, Hemp Foods Australia.

With interest in plant-based diets and an understanding of hemp's unique health benefits growing rapidly, Hemp Foods Australia is now firmly focused on optimising its portfolio of products and driving innovation within the industry.

Global Head of R&D and Innovation, Beata Silber, said: "We are now seeing hemp go beyond just skincare products, which it has traditionally been known for, with many hemp derived foods such as hemp seeds and oil coming to market. Product innovation in foods containing hemp continues to grow, with one such trend being hemp-based protein."

Beata continued, "At Hemp Foods Australia we are responding by creating new and innovative products such as flavoured protein powders, which offer a 100% plant-based meal replacement, as well as a hemp paste that can be used by manufacturers in all kinds of foods, including ice creams, yoghurts, snack bars and soups, to enhance existing or new products."



Beata continued, “We see innovation in hemp food products core to our ongoing growth and a key differentiator from many other hemp brands in the market.”

Hemp Food Australia products are also available in a range of leading health food stores such as Health Life and Go Vita, as well as local supermarkets, including select IGAs and Harris Farms.

To view the full Hemp Foods Australia range please visit www.hempfoods.com.au

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About Hemp Foods Australia

Located in beautiful Bangalow in the Byron Bay hinterland, Hemp Foods Australia has been championing the extraordinary health and environmental benefits of hemp since 1999.

Our aim is to deliver the most premium, nutritional products possible to make Australians healthier, inside and out. Hemp Foods Australia exists to make a positive difference to people, communities and the planet.