

# LEILO® DIETARY SHOTS TO BE SOLD THROUGH THE VITAMIN SHOPPE

**22 November 2022, Florida USA:** Fiji Kava Limited (ASX:FIJ) an Australian-Fijian medicinal Kava company which produces products for the natural medicine market has confirmed the nationwide listing of their dietary shots range across Vitamin Shoppe nationally in the USA, in April 2023.

## HIGHLIGHTS

- The Calmer Co USA will launch kava based dietary shots in two flavours across Vitamin Shoppe locations nationally in the USA, in Q4 FY23
- The Vitamin Shoppe is the leading American retailer of nutritional supplements with over 700 stores across the United States and annual revenues over US\$1 Billion.
- Leilo® branded dietary shots containing Noble Fijian Kava extract, to be branded Leilo® and merchandised at the key “cash wrap” location (alongside checkouts) following completion of the merger with Leilo.
- The Global Functional Shots Market is expected to reach \$1.4 billion by 2027, rising at a market growth of 16% CAGR over the next 5 years.

**Group CEO, Anthony Noble, commented:** “Ready to drink formats of functional beverages including dietary shots, are a key focus. This format is extremely popular in the United States and provides consumers the functional benefits of noble kava in a convenient ready to drink shot, which is key to unlocking consumption in the mass market.”

**USA Managing Director, Brian Casutto, commented:** “We are delighted to be partnering with Vitamin Shoppe, who for the past 45 years, has been the country’s leading specialty retailer of dietary supplements, healthy functional foods & beverages and body care”



#### Product Concept for kava based dietary shots

The Calmer Co's dietary shots contain all natural ingredients, sugar free, fat free and only 10 calories per serving. The formulation includes a meaningful dose of Kava along with L-Theanine which is a naturally occurring amino acid shown to support a state of alert relaxation, so that it calms the body and mind without causing drowsiness. Following the completion of the merger with Leilo the shots will be sold under this brand.

**About The Vitamin Shoppe** Established in 1977, The Vitamin Shoppe® is a leading US retailer of supplements, proteins, healthy weight support, aromatherapy, herbs, superfoods, natural beauty products. With over US\$250m in annual revenue The Vitamin Shoppe® sells products across VitaminShoppe.com, its mobile application, and in 700+ stores across the United States.

It is advised that there is no end date or minimum order quantity agreed and it is therefore not possible to determine the financial impact to the company.

This release has been approved by the Board of Directors

**ENDS**

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## ABOUT FIJI KAVA

Fiji Kava Ltd (ASX: FIJ), an Australian-Fijian medicinal kava health & wellness company, producing natural 'noble kava' products for the natural medicine market, estimated to exceed USD \$210 billion by 2026 globally. The Danodan range of CBD products contain USFDA certified hemp and non-palm derived USFDA certified glycerine. As the first foreign company with approval from the Fijian Government to operate in the kava industry. Fiji Kava has established a global leading sustainable and 100% traceable, certified organic supply chain of 'noble kava', ginger and turmeric, supported through partnership throughout the Fiji Islands, including with the iTaukei Trust Fund Board. Fiji Kava is focussed on developing a range of natural products based on effective natural medicine ingredients that promote sleep, soothe and calm the nerves, support muscle relaxation and relax the mind. Backed by years of independent research, Fiji Kava medical kava products are produced by high-quality GMP and are TGA and FDA compliant.

## FORWARD LOOKING STATEMENTS

This ASX release includes certain forward-looking statements that are based on information and assumptions known to date and are subject to various risks and uncertainties. Actual results, performance or achievements could be significantly different from those expressed in, or implied by, these forward-looking statements. Such forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties and other factors, many of which are beyond the control of Fiji Kava. These factors may cause actual results to differ materially from those expressed in the statements contained in this announcement.