



ASX Announcement

TAS Pâté Relaunches in Drakes Supermarkets

Pure Foods Tasmania Limited (ASX: PFT)

8 January, 2026

Pure Foods Tasmania Ltd (ASX PFT) is pleased to announce the relaunch of its Tasmanian Pâté range into Drakes Supermarkets, a leading independent IGA multi-store operator with more than 70 supermarkets across South Australia and Queensland.

The relaunch represents a meaningful expansion of the Tasmanian Pâté range within the Drakes' retail network. Tasmanian Pâté will relaunch with five SKUs, reflecting a broader and more representative offering of the brand.

Drakes is regarded as one of the most successful and influential IGA operators, with strong execution at store level and a demonstrated commitment to supporting premium and differentiated brands. The expanded ranging is expected to materially improve brand visibility, distribution depth and sales momentum across both States.

Pure Foods Tasmania is very pleased to be working more closely with Drakes to ensure a successful relaunch of Tasmanian Pâté. The Company believes that closer collaboration on ranging, execution and in store support will position the brand for more sustainable growth within the network.

This relaunch forms part of Pure Foods Tasmania's broader strategy to strengthen distribution with high quality retail partners and to rebuild momentum across its core brands. Malcolm McAully, Executive Chairman of PFT, acknowledged the work of Robert Knight, Director of Sales, who reengaged Drakes as part of his role to drive sales nationally for the Company. Malcolm noted "the strategy that has our undivided attention is sales, following the success of our cost cutting activities, and Robert is spearheading this momentum".

Authorised for release by the Board of Pure Foods Tasmania Ltd.

Corporate

Malcolm McAully

Executive Chair

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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 PFT Ice Cream Division.

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