



# Pure Foods Tasmania appoints Robert Knight as Chief Executive Officer and Managing Director

Pure Foods Tasmania Limited (ASX: PFT)

25 May 2026

Pure Foods Tasmania Limited (ASX: PFT) is pleased to announce the appointment of Mr Robert (Rob) Knight as **Chief Executive Officer and Managing Director** of the Company, effective **1 July 2026**.

Rob is currently a Director of PFT (appointed in October 2024) and is the Company's largest shareholder. Since joining the Board, he has played an active role in the operational and strategic direction of the business, including:

- customer growth initiatives, introducing new customers and sales channels, as well as improving the depth and range of products sold to existing customers;
- cost control programs, a key focus of the Company as part of its broader turnaround plan; and
- capital and corporate initiatives.

In June 2025, Rob relocated to Hobart from Melbourne, returning home to take up the role of Sales and Marketing Director. Since that time, he has played a central role in a number of key commercial and strategic initiatives across the business, including:

- increasing the Company's Coles store footprint from approximately 300 stores to approximately 800 stores;
- re-establishing Costco as a customer;
- relaunching the Company's Potato & Gravy product;
- securing ranging in Drakes of the full Tasmanian Pâté product range; and
- principal involvement in the initiation and eventual acquisitions of Elato and Brilliant Food Australia.

Rob has a background in business ownership, capital markets, operational improvement and listed company governance. He has a track record of founding, operating and exiting multiple businesses, giving him practical experience across business growth, restructuring, commercial execution and stakeholder management.

The Board believes Rob's appointment as Chief Executive Officer and Managing Director provides the Company with strong alignment between management, shareholders and the Board at an important stage in PFT's development.

Mr Malcolm McAully will remain on the Board as Non-Executive Chairman, providing ongoing leadership, governance oversight and continuity as the Company progresses through its next phase.

Mr McAully noted:

“Robert has demonstrated a deep commitment to Pure Foods Tasmania and has been closely involved in the Company’s strategic and operational reset.

Since relocating to Hobart and taking on the role of Sales and Marketing Director, Rob has made a significant contribution to the business, including expanding key customer relationships, supporting the relaunch of important products and assisting with the Company’s recent acquisitions.

His alignment as a major shareholder, Director and now Chief Executive Officer and Managing Director (effective 1 July 2026) provides a strong foundation for the next stage of the Company’s development”

Malcolm noted:

“I took on the role of Executive Chairman as an interim appointment to address key turnaround initiatives that have been in place since late 2024. It was never my intention to remain in the role indefinitely and the Board has been considering a number of transition options. However, having worked with Rob closely now for going on two years, the Board is unanimous in its support for this appointment”.

Mr Knight said:

“I am grateful for the strong Board support and opportunity to lead Pure Foods Tasmania. I originally returned to Tasmania because I believe strongly in the underlying potential of this business, its brands, its people and its position as a Tasmanian food company with national and international growth opportunities.

Over the past year we have made progress across customer growth, product relaunches and strategic acquisitions, but there is still significant work ahead.

I look forward to working closely with the Board, staff, customers, suppliers and shareholders as we enter this next phase.”

A salary package of \$200,000 per annum has been agreed and aligns with current market benchmarks. The Company will continue to update the market as appropriate.

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

### **Corporate**

Malcolm McAully  
Executive Chair  
0362294546

### **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, Brilliant Food Australia and the PFT Ice Cream Division.

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