



### Brilliant Food Australia to Launch into Costco Australia

Pure Foods Tasmania Limited (ASX: PFT)

29 May 2026

#### Key Highlights

Pure Foods Tasmania Limited (“**PFT**” or “the **Company**”) is pleased to announce that its recently acquired business, Brilliant Food Australia (“**BFA**” or “**Brilliant**”), has received an initial order from Costco for 10,000 units of its 350g Salmon Rillettes product:

- The initial order is valued at approximately \$120,000 and is scheduled for delivery in early September 2026;
- This single order represents approximately a 10% increase of the total BFA revenue in FY25;
- The Costco order was secured within less than one month of PFT completing the acquisition of Brilliant;
- This initial order reinforces the Company’s strategy of acquiring high-quality food brands and using its established customer network to accelerate growth.

While the order is for delivery later in the year, the Company considers this an important strategic milestone. Significantly, PFT completed the acquisition of Brilliant on 1 May 2026 and within less than a month of completing the acquisition, the Company has secured a new ranging opportunity for the brand with Costco, one of PFT’s major retail customers.

The Company believes there is potential for further orders from Costco following the initial launch, subject to product performance and customer demand.

PFT has secured the services of a distributor, based in Sydney, to distribute the BFA products to BFA’s existing customers, as well as expanding the footprint in Sydney and introducing the product to customers in Victoria and Queensland. The product has previously been distributed to a small number of premium outlets and individuals in Sydney. The acquisition was made to expand the Sydney customer base and expand to other major population centres in Australia. The Company is also exploring export opportunities after receiving positive feedback from several overseas customers.

The Company looks forward to updating shareholders as further distribution opportunities for Brilliant Food, and the broader PFT portfolio, progress.

Authorised by the PFT Board of Directors.

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

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