



<https://www.thaiwalupinproducts.com/about-us>

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The World's First LUPIN SNACKS

The new joint THAI-WA (Western Australia) LUPIN PRODUCTS Company successfully launched a new generation of healthy snack products, 'PINARIE' and 'SUPERMOOD' based on Australian Sweet Lupins, at the THAIFEX - *World Food of Asia exhibition* held in Bangkok from 28 May. The THAIFEX exhibition attracted thousands of trade visitors from all across Asia and the globe.

Why Snacks?

Snacking is a Global Phenomenon - The retail market size of the global snacking market is estimated to be USD\$400Billion. The global healthy snacks market size is expected to reach USD\$32 billion by 2025 (Nielsen). In Australia, the healthy snack market is valued at over AUD\$500million and growing at over 5% p.a. with an increasing trend for healthy and convenient snacks being demanded by increasingly health & wellness, obesity conscious, time-poor and busy consumers (IBIS World).

A new generation of snacks are emerging that offer serious nutritional and functional benefits, such as high protein, high fibre. Increasingly super foods that contain a number of nutritional benefits like the AUSTRALIAN SWEET LUPIN can become the most desirable base ingredient for snacking options, delivering both health & indulgent taste solutions.

Rising health consciousness, and concerns regarding the sodium and fat content of food will continue to drive changes in consumer demand in the future.

The promotional launch of the lupin based snack and lupin food ingredient products at THAIFEX was the culmination of 12 months of market development activities including, the exclusive *lupins for human food* promotion, research and development project, approved and supported by the Innovation and Technology Assistance Program (ITAP) under the National Science and Technology Development Agency (NSTDA) of Thailand, kindly assisted by the research team of Faculty of Engineering and Industrial Technology at Silpakorn University. In addition, support from the AUSTRADE - EMDG program is acknowledged by the WA partners.

Company Background

The joint THAI-WA LUPIN PRODUCTS Company was created in 2019 and is firmly built on the foundations of friendship, business relationships and cooperation between Thailand and Western Australia business partners, including their supply chain and logistics partners in WA and Thailand.

They collectively share the common goal of providing a complete range of unique Australian Sweet Lupin food products, to health conscious and premium consumers across Asia, Australia and global markets.

Next Steps

Following the successful product launch at THAIFEX, the THAI-WA Lupin Products Company is in discussions with a number of Asian, Australian and global distribution channels. Planning underway for a global distribution and promotion strategy for their healthy lupin snacks, food ingredients and future ready to eat lupin product range.

ENDS.

Media Contact: Australia – ATQ Consulting & Advisory, Daniel Marshall

Mobile: +61 0475303164

Email: daniel@atqconsult.com.au

Web: www.atqconsult.com.au

APPENDIX 1. Product Packaging Photos

APPENDIX 2. THAIFEX Launch Photos

APPENDIX 1. THAIWA Product Packaging Photos

Figure 1: THAIWA Lupin Products Range



The sustainable SUPERFOOD

The Australian Sweet LUPIN plants fix nitrogen back into the soil. This significantly reduces use of manufactured chemical nitrogen fertilisers.



How they love your body?

Gut Health

- Prebiotic fibres for good gut health

Weight

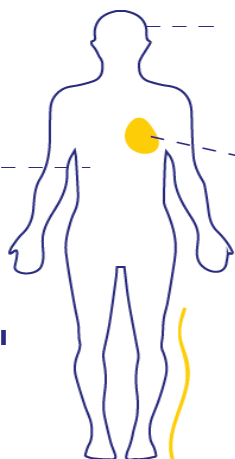
- Low GI and high protein for weight loss
- Appetite control to stay a healthy weight

Diabetes Control

- Low GI to help maintain healthy blood glucose levels

Muscles

- Three times the protein of quinoa for muscle strength



Active Brain

- Magnesium for an active brain

Teeth

- Magnesium for strong teeth

Heart

- Soluble fibre to reduce cholesterol
- Arginine to help lower blood pressure

Energy

- Iron to fight fatigue
- Soluble fibre to even out energy spikes and dips

Immunity

- Zinc for immunity

Bones

- Magnesium for strong bones

LUPIN 3x Nutritionally Right!

Our new materials contain very good nutritional values as follows:-

3x High Protein

More than Quinoa

3x High Fibre

More dietary fibre than Oats

3x High Iron

More than Kale

3x High Potassium

More than Banana

+ High Calcium

+ High Magnesium

- ✓ Non GMO
- ✓ Vegan

- ✓ Gluten Free
- ✓ Low GI

- ✓ Negligible starch

WebLink to lupin information: www.lupins.org
Allergen Advice: Contains Lupins

Source: Grains & Legumes Nutrition Council™

APPENDIX 2. THAIFEX - THAIWA Product Launch Photos







Figure 2: Dowerin Lupin Farm, Western Australia (Photo: Courtesy THAIWA LUPIN PRODUCTS CO)

Left to Right: Mr Glen Quartermaine and Mr Todd Quartermaine

