



AMAZONIA (AUST) PTY LTD

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MEDIA RELEASE

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HEADLINE: Amazonia Innovation Centre to transform sustainable food production in Australia

One of Australia's leading holistic and organic food companies is opening a new R&D centre on the Gold Coast as it plans to expand its product range and global footprint.

Named the 'Amazonia Innovation Lab,' the 1,450 sqm site will become the worldwide headquarters for the fast-growing business that is experiencing rapid growth in the wake of COVID-19 – with growing awareness around health attributed to this trend.

Amazonia CEO Yohann Azlee said that the 'Lab' will be a place for sustainable experimentation with plant-sourced superfoods to create new natural and sustainable nutritional formulations that supplement health in an environmentally friendly and ethical way health-food products.

"Our new Lab will not only be new global headquarters for Amazonia housing our planned 50 or so Queensland based staff, but it is also going to be the place we innovate with plant-sourced nutrients to create highly effective nutritional solutions," Mr Azlee said.

"We plan to not only make this the location where we continue to map out our global expansion while experimenting with new fruit and vegetable varieties {whole-foods and natural elements} as we seek to identify ways to use them in future products. This site represents the hopes and aspirations of Amazonia as we seek to establish ourselves as Australia's leading innovator in health in a site that allows us to control our destiny."

Located at Unit 8, 12 Distribution Court, Arundel on the Gold Coast the 1,450 sqm site will be fitted out to the highest possible eco-friendly standards and sustainable principles, including 5Star Green Star Design with the Green Building Council of Australia.

Amazonia, which was founded in 2008 by Dwayne Martens and Chris Norden, exports to a number of countries including South Korea, where it is the leading supplier of plant-based supplements, and the United Arab Emirates where Amazonia is the number one importer of frozen acai – a title it also holds in Australia.

Mr Azlee, who joined the company in 2019, said that this facility represents the next "big milestone" for Amazonia as it grows its product range to close to 80, and adds plant-based alternative meats to its offering.

It will also allow them to utilise this space to develop specific products for particular markets allowing it to grow its export base.

This news comes off the back of continued domestic and international growth for the business including a recently signed distribution agreement with Coles across Australia.



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However for Mr Azlee, as an environmentally friendly company, the Lab will allow Amazonia a space with which to build and implement key sustainability and community impact measures.

“Our single biggest driving principle at Amazonia since Dwayne and Chris founded it is to use our platform for the greater good of people and the planet,” he said.

“Our Lab will provide us with the ability to provide a centre that houses a number of the community forums, industry and educational partnerships we are developing all designed to create a more sustainable future. It is this piece that I know excites the Amazonia leadership team as the Lab will allow us to build our business while at the same time growing our impact.”

For further media information and images, please contact:

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About Amazonia:

Founded in Australia, [Amazonia](http://amazonia.com.au) is a global health company leading innovation with certified organic, wholefood proteins, supplements and plant-based food products. Launching with its hero product, Açai in 2008, Amazonia has gone on to develop more than 70 products since its conception and now boasts brands Açai, Raw Protein and Supplements, RawFIT, and Tender Jack under its umbrella of holistic wellness.

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