



AMAZONIA (AUST) PTY LTD

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MEDIA RELEASE

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HEADLINE: Amazonia expands its Coles partnership with a new product to hit stores in March

Leading plant-based protein, supplements, and health food company Amazonia is growing its national reach, launching its much-loved Acai Energy Superfood Packs in Coles stores Australia-wide.

For Amazonia CEO Yohann Azlee, it's exciting to see growing consumer awareness around the benefits of a plant-based diet helping drive the business's growth.

"Coles recognised very early the growing customer demand in Australia for organic plant-based proteins and bars, supplements, and health food products," Mr Azlee said.

"Açai Energy Superfood Packs are made from sustainably hand-harvested açai berries that grow wild in the Amazon rainforest. Our açai is frozen immediately after harvesting to lock in nutrients. It contains 3.5 times the antioxidants of blueberries and is an excellent source of Omega 3, 6 and 9. Blended with guarana for a natural energy boost, these superfood packs are the ultimate addition to smoothies and bowls."

Founded in 2008, Amazonia is one of Australia's leading suppliers of plant-based proteins, wholefood supplements, and organic health foods domestically and internationally, with customers across Europe, the Americas, Asia, and the Middle East.

In 2021, its plant-based protein and supplements brand Raw won the 'Best in Vegan Wellness,' category in the Nourish Vegan Awards - highlighting Amazonia's commitment to plant-based health and wellness.

Amazonia founder Dwayne Martens believes that Amazonia's commitment to providing sustainable products designed to nourish people is the most vital ingredient to the company's success.

"It's fantastic to work with partners like Coles who have allowed us to grow our reach and assist us in educating consumers about the benefits of plant-based foods," said Mr Martens.

"We love working with people who share our passion for improving community wellbeing through a plant-based diet. We look forward to further strengthening our partnership with Coles as we seek to provide people with more and more choices when it comes to sustainably sourced plant-based food products."

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, plant proteins, wholefood 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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