



AMAZONIA (AUST) PTY LTD

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MEDIA ALERT

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HEADLINE: Pioneering health food company's rapid growth leads to global expansion plans.

Leading plant-based protein, supplements and health food company Amazonia is going global off the back of launching its new Innovation Hub.

Most recognised throughout Australia for their frozen Acai Energy Superfood Packs, stocked nationwide at Woolworths and Coles supermarkets, Amazonia has become a household name.

After launching several new products in Coles and Woolworths earlier this year, and on eCommerce giant The Iconic, the company is poised for rapid growth with the opening of its brand-new Research & Development centre next month.

Named the 'Innovation Hub', the 1,450sqm site is set to become the worldwide headquarters for the fast-growing health company, where it plans to expand their range and grow their global footprint.

Amazonia founder Dwayne Martens said the site will be a place for sustainable experimentation with plant-sourced superfoods.

"Our new Innovation Hub will become the global headquarters for our growing team, as well as the place where we innovate with plant-sourced nutrition to develop new ways to supplement with nutrient-dense products," says Mr Martens.

"With the launch of our new Innovation Hub next month, we will be able to experiment with new product varieties and turn them into future products, while expanding on our global footprint through new distribution channels and product launches in other countries worldwide."

Amazonia, which was founded in 2008 by Dwayne Martens, exports to several countries including South Korea, where it is the leading supplier of plant-based supplements.

The company is also the largest supplier of frozen acai in the United Arab Emirates, Europe, and Australia, and plans to expand into the Asian market over the coming year.

Mr Martens says the sheer size of the new centre will allow Amazonia to act upon their plans to expand into Asia.

"Our new site gives us unlimited opportunity to develop new products to launch into the Asian market," says Mr Martens.



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“We are currently in the planning phase, but we are developing some key products for the Asian market and we hope to see several of our range launched in the country mid-next year.”

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, Açaí, in 2008, Amazonia has gone on to develop more than 70 products since its conception and now boasts brands Raw Protein and Supplements, RawFIT, and Tender Jack under its umbrella of holistic wellness.

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