



## **Clean-Label Low-GI Noodles, Developed by ASX-Listed Holista and Wing's Food, Now Sold on Amazon.com**

**PERTH/KUALA LUMPUR/BUFFALO, NEW YORK, June 25, 2018** – The clean-label and natural low-Glycemic Index (“low-GI”) noodles and pasta – developed by the U.S. 74% subsidiary (Holista Foods Inc) of **Holista CollTech Ltd (“Holista”)** and Wing’s Food Products (“Wing’s Food”) of Canada – have begun sales on Amazon, the world’s leading online retail platform.

Sold in 42 oz (1.19kg) packages retailing for US\$12.75 on Amazon, the noodles and pasta will initially be offered in the United States and Canada. The online sales mark the U.S. debut of the patented low-GI noodles and pasta.

The formula was developed by Holista Foods Inc– which is led by celebrity chef Ms Nadja Piatka and Toronto-based Wing’s Food - one of North America’s leading noodle maker.

Supported by Diabetes Canada, the noodles and pasta recorded a GI reading of 38 in independent tests by Glycemic Index Laboratories, Inc., well below the global average of 65. The lower, healthier score indicates the rate in which foods containing carbohydrates raise blood sugar levels.

The first shipment to Amazon was produced and packaged in a Wing’s Food’s facility in Toronto, which has been certified. The shipment complies with Amazon’s guidelines for food sales, including safe ingredients, regulated production, ample shelf life and regulatory approval by relevant agencies.

Please refer to the Holista Low Glycemic products on the Amazon Canada (.ca) and United States (.com) sites

Holista Foods has also been listed with United Natural Foods, Inc. (UNFI), the largest distributor in North America of natural products. UNFI has 33 distribution centers and more than annual net sales of \$9 billion, according to their 2017 Annual Report. The company distributes to grocery and natural food stores and is the primary distributor to Whole Foods.

Whole Foods was acquired by Amazon, the e-commerce giant, in August 2017. The chain specializes in selling organic foods products without artificial additive products for growing foods, colors, flavors, sweeteners, and hydrogenated fats. It has 479 stores in North America and the United Kingdom.

An 85-gram serving of the low-GI noodles contains 11 grams of protein, 4 grams of fibre, 0 sugar. It is low in sodium and cholesterol and provides sustained energy. The noodles comprise extracts of okra (ladies’ fingers), lentils, barley and fenugreek – all of which are clean-label ingredients with no artificial ingredients or preservatives. The pasta can be prepared easily in just three minutes, with no discernible change in taste or texture from other pasta or noodles.

In 2016, the World Instant Noodles Association reported 97.5 billion servings consumed around the world. Noodles account for half the world’s supply of wheat compared to 25% for bread. The **British Medical Journal (bmjopen.bmj.com / content/8/3/e019438)** reported that low-GI pasta can significantly help weight management and control blood sugar levels, a boon for those suffering from Type 2 diabetes.

“Healthy food, including low-GI noodles and pastas, is a weapon in the war on diabetes. The online sales will allow this healthy staple to be made available to retail customers of Amazon,



initially in North America and hopefully later to the global market,” said Holista Foods CEO Ms Nadja Piatka.

As announced on 14<sup>th</sup> February 2018, Holista completed shipment of its first order of noodles to Wing’s Food Products of Canada. Wing’s expects to order US\$6 million from Holista in 2018, with orders rising to US\$12 million 2019 and to US\$25 million in 2020.

“Through this partnership with Wing’s Food, we have taken a significant step forward in our efforts to offer healthier flour-based food products in North America. We are rolling out a broader global market reach for our portfolio of low-GI products,” said Dr Rajen Manicka, CEO of Holista.

**-END OF PRESS RELEASE-**

**About Holista CollTech Ltd**

Holista CollTech Ltd (“Holista”) is a research-driven biotech company and is the result of the merger of Holista Biotech Sdn Bhd and CollTech Australia Ltd. Headquartered in Perth with extensive operations in Malaysia, Holista is dedicated to delivering first-class natural ingredients and wellness products and leads in research on herbs and food ingredients.

Holista, listed on the Australia Securities Exchange, researches, develops, manufactures and markets “health-style” products to address the unmet and growing needs of natural medicine. Holista’s suite of ingredients is capable of serving the industry to provide low-GI baked products, low sodium salt, low fat fried foods and low calories sugar without compromise in taste, odour and mouth feel. It is the only company to produce sheep (ovine) collagen using patented extraction methods.

**About Holista Foods Inc**

Holista Foods is 74%-owned by LiteFood Inc of US and 26%-owned by Nadja Foods. LiteFoods Inc is 53%-owned by Holista. For more information on Holista Foods, visit: [www.holistafoods.com](http://www.holistafoods.com)

**About Wing’s Food Products**

Wing’s Food Products (“Wing’s”) is a family business founded in 1953 that began supplying noodles, wraps and sauces to the Asian restaurant industry and has grown to become a major Canadian manufacturer of noodles, wraps and cookies to retail, food service and B2B with operations in Toronto, Ontario and Edmonton, Alberta.

For more information on Wing’s, please visit: [www.wings.ca](http://www.wings.ca)

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