

## News Release

9 May 2019

### **LUMI IS LAUNCHED – AUSTRALIA’S “GUILT-FREE” SOFT SERVE COMES TO MARKET**

Coca-Cola Amatil today announced the nationwide launch of LUMI – a “guilt-free” soft serve made from refined fruit juice and fruit puree and served dairy-free, low-fat, low-sugar, gluten-free, and vegan.

General Manager of Amatil’s Perfect Fruit Company Rebecca Matchado, said LUMI aimed to challenge Australian’s expectations of soft serve by offering the freedom to indulge.

“Australia is a premier market for soft serve,” Ms Matchado said.

“One recent study found we were second in the world as ice cream lovers, behind Norway.<sup>1</sup> But we’re also health-conscious, and keen to reduce our intake of sugar and fat.

“That’s why LUMI is the right product at the right time – an alternative for ice cream and one that’s dairy-free, low-sugar and just 75 calories a serve, which is less calories than an apple.”<sup>2</sup>

LUMI means ‘light of life’ in Latin, ‘snow’ in Finnish, and is an urban text acronym for ‘Love U, mean it’.

Ms Matchado said the fruit in LUMI was 100 per cent sourced from the Goulburn Valley, with the finished product also made locally at Kyabram. Current flavours include coconut, mango and mixed berry. Colourings and flavours are from all-natural ingredients.

LUMI is now being distributed nationwide with a focus on consumer occasions such as food courts, theme parks and major tourist attractions and “on the move” locations like airports and juice bars. It replaces the Perfect Fruit brand in Australia and New Zealand.

“LUMI stays true to all the credentials of Perfect Fruit, under a broader better for you proposition,” Ms Matchado said.

“Over coming months, keep an eye out as we launch new flavours, new formats and enter new channels to bring LUMI to life in new and exciting ways.”

More information on LUMI is available at [www.LUMIdairyfree.com](http://www.LUMIdairyfree.com)

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<sup>1</sup> Ice cream consumption per capita. - <https://www.mintel.com/press-centre/food-and-drink/ice-cream-whips-up-global-sales-of-13-billion-litres-in-2016>

<sup>2</sup> Less than 75 calories per large 148ml serve. 1 medium apple weighing approx. 182g has approx. 95 calories.

<sup>3</sup> Lumi does not contain weight-loss properties or ingredients.



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#### **ABOUT COCA-COLA AMATIL**

Coca-Cola Amatil is one of the largest manufacturers and distributors of ready-to-drink non-alcohol and alcohol beverages, coffee and ready-to-eat food snacks in the Asia Pacific region. Coca-Cola Amatil is also the authorised manufacturer and distributor of The Coca-Cola Company's beverage brands in Australia, New Zealand, Fiji, Indonesia, Papua New Guinea and Samoa. Coca-Cola Amatil directly employs around 14,000 people and indirectly creates thousands more jobs across the supply chain, partnering with key suppliers to manufacture, package, sell and distribute its products. With access to around 300 million potential consumers through more than 700,000 active customers Coca-Cola Amatil is committed to leading through innovation and building a sustainable future and delivering long-term value to shareholders.

**For more information, visit [www.ccamatil.com](http://www.ccamatil.com) or search for Coca-Cola Amatil on LinkedIn, Facebook or Twitter**