



3 March 2016

## ASX ANNOUNCEMENT

### CELEBRITY COOK AND AUTHOR, NADJA PIATKA, PARTNERS WITH HOLISTA TO DEVELOP AND MARKET HEALTHY LOW-GI MUFFINS FOR U.S. AND CANADIAN MARKET

**Australia-listed Holista and healthy food specialist Nadja Foods will co-develop the world's first low-GI muffin using the all-natural GI Lite formula.**

Holista CollTech Limited ("Holista") is very pleased to advise that it will partner with Nadja Foods LLC ("Nadja Foods") – a renowned supplier of baked goods to major chains such as McDonald's and Subway, founded by celebrity food expert Nadja Piatka – to develop and distribute a range of healthy "low-GI" muffins exclusively for the U.S. and Canadian market.

Nadja Foods President and CEO Nadja Piatka, author of two bestselling cookbooks and a previous guest on the Oprah Winfrey show, will use Holista's breakthrough all-natural formula for a new line of muffins. The mix can be added to white flour to reduce increases in blood sugar levels without changing the taste or texture of the final baked product.

The patented mixture – comprising extracts of okra (ladies' fingers), dahl (lentils), barley and fenugreek – achieved a Glycemic Index (GI) reading of 48, the lowest level achieved in a muffin, in glycemic index tests conducted at the world-recognised GI Labs in Toronto, Canada.

The low-GI muffin can significantly reduce the fluctuations of high blood sugar levels caused by consuming white flour-based products. GI values indicate the rate and level by which different carbohydrate-based foods increase blood glucose and insulin. These values are measured using verified scientific methods and cannot be guessed by examining nutritional labels.

Under an agreement between Holista and Nadja Foods, the latter will develop a range of low-GI muffins for distribution to fast food companies, retailers, schools and hospitals on exclusive basis. Just muffins alone (frozen and baked) are in excess of US\$1.0 billion in retail sales in the United States (all outlets combined including convenience stores) in 2014 according to a study published by research organisation Nielsen. It has been growing 4% according to the same study, despite an economic slowdown and rising anti-carbohydrates sentiment.



Nadja Foods ([www.NadjaFoods.com](http://www.NadjaFoods.com)) attained international fame on the back of Nadja's own US \$100 investment, and has been featured in mainstream media. Founded in 1992, Nadja Foods is a leading healthy food supplier for restaurant chains and retail stores under private-label and branded products. Customers have included McDonald's Canada as well as Subway Restaurants in the U.S. and Canada. Nadja's original Cranberry Orange fat reduced muffin has been a McDonald's Canada menu mainstay for more than 20 years.

The partnership comes amidst industry experts' concern that rising consumption of white flour-based products in the U.S. – which has a high incidence of obesity – is leading to a potential health pandemic known as “metabolic syndrome”. Apart from obesity, this syndrome is also characterized by Type 2 diabetes and heart disease.

Barbara (Brueckner) Shpizner, Vice President, Innovation Manager at Mattson - the largest independent product design and development company in North America ([www.mattsonco.com](http://www.mattsonco.com)), who worked with Holista on this development said: "It's becoming increasingly clear from microbiome research that we can guide our health by changing our diet. The bacteria in our bodies are spectacularly important and highly sensitive to diet. In the U.S., breads, rolls, donuts and bagels account for over \$24 billion in retail sales. By changing the Glycemic Index of these products from "fast carbs" to "slow carbs", we are empowering consumers to have more control over their own health."

Nadja Piatka said: “The Glycemic Index is the next big and important food issue. New scientific data clearly shows that fast-digested carbohydrates like wheat are the leading cause of diabetes, obesity and heart disease. Eating low-GI food is the most practical way to reverse this trend. I spent my career on the low-fat movement and have seen the growth of gluten free foods. However, I believe a day will come when all baked foods will be low-GI. I am pleased to be part of this new revolution.” She is also a recent Board Member and spokesperson for the American Heart Association.

Dr Rajen Manicka, Chairman and CEO of Holista, said: “The U.S. and Canada are the world's largest markets for fast and processed foods, and are by far the most innovative. We took our time in finding a partner that can effectively connect us in this highly important market. Nadja has the entrepreneurship, innovative mindset and the public relations savvy to facilitate this. Indeed, her company is the top choice of many leading food groups.”

Jay Stephenson

**COMPANY SECRETARY**



### **About Holista CollTech Ltd (HCT)**

Holista CollTech Ltd (“Holista”) is a research-driven biotech company and is the result of the merger of Holista Biotech Sdn. Bhd. headquartered in Malaysia and CollTech Australia Ltd. 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 ASX - researches, develops, manufactures and markets “health-style” products to complement the unmet and growing needs of natural medicine. It is the only company to produce sheep (ovine) collagen using patented extraction methods, and is on track in nanonising and encapsulating liposomes for the ovine collagen.

For more information on Holista: [www.holistaco.com](http://www.holistaco.com). (ASX code HCT)

### **About Nadja Foods**

Nadja Foods supplies great-tasting healthy snacks and desserts to the food service industry, restaurant chains and retail stores under private label and brand products. Customers have included Subway Restaurants®, McDonald’s®, Sodexo®, Wegmans®, Price Chopper, Tops, Schools, Healthcare and others. Manufacturing facilities are located in the U.S. and Canada. [www.Nadjafoods.com](http://www.Nadjafoods.com)

Nadja Piatka is the founder and President of Nadja Foods, the Ultimate Girls Getaway and the author of two bestselling books. As an unemployable single mother of two, she began baking muffins and brownies at home and testing them on her two teenage children. She was soon selling her homemade goods to local coffee shops. When her customer base grew, she commissioned a local bakery to outsource and deliver her products. With a US\$100 investment, she grew her business from her kitchen to the global stage, becoming an international supplier to the food industry.

Nadja Foods' reputation for producing great tasting healthy food resulted in the creation of innovative successful products for two of the world’s leading fast food restaurants – McDonald’s® and Subway® . Nadja has appeared on many TV shows, including the Oprah Winfrey Show and The Big Idea with Donny Deutsch.



For further information, please contact:

**Corporate Affairs & Business Opportunities**

Dato Dr Rajen M: [rajen.m@holistaco.com](mailto:rajen.m@holistaco.com)

General Enquiries: [enquiries@holistaco.com](mailto:enquiries@holistaco.com)

**Australia**

Suite 12, Level 1,

11 Ventnor Avenue

West Perth, WA 6005

**P: +61 8 6141 3500 F: +61 8 6141 3599**

**Malaysia**

12th Floor, Amcorp Trade Centre, PJ Tower

No. 18, Persiaran Barat off Jalan Timur

46000 Petaling Jaya, Malaysia

**P: +603 7965 2828; F: + 603 7965 277**

**Media and Investor Relations Enquiries:**

**WeR1 Consultants Pte Ltd**

3 Phillip Street #12-01

Singapore 048693

Ms Rachael De Foe; [rachaeldefoe@wer1.net](mailto:rachaeldefoe@wer1.net)

**P: + 65 6737 4844**