

ARMADA MERCANTILE LTD.
9575 Pinehurst Drive
Roseville, CA 95747
Tel: 916-787-4278
cole@armadamercantile.com

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TRADE SYMBOL: ARM-Canadian Securities Exchange
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Ace Foods expands London Dairy ice cream in the New York City Marketplace

Armada Mercantile Ltd. (Symbol: CSE: [ARM](#) and OTC: [AAMTF](#)), through its subsidiary Ace Foods, is expanding in retail store outlets in the New York City marketplace including Manhattan, Brooklyn and the Bronx. London Dairy is selling in 25 supermarkets and independent markets including Fine Fair and Wild Cherry. London Dairy is available in ice cream and sorbet pints and bars plus ice cream and sorbet multipacks bars. Sales data for 2024 showed solid door movement with increased buyer demand into approximately 70 new store locations.

An unknown New York City social influencer who was not compensated by Ace Foods has been promoting the London Dairy brand on Instagram. The videos below provide some fun and Fine Fair store door insight into the London Dairy brand.

[Instagram Influencer London Dairy Tasting](#)

[Instagram Influencer Fine Fair Market Store Door](#)

About Ace Foods: Ace Foods is master/importer distributor of the London Dairy ([London Dairy Ice Cream](#)) ice cream brand in the USA. London Dairy ([London Dairy America Instagram](#)) is a leader in the global ice cream market, selling in more than 35 countries around the world and supported financially by a multi-billion-dollar foods conglomerate. Ace Foods has obtained the approval(s) to import London Dairy ice cream into the USA, including permits and approvals, from the [USDA](#) and [FDA](#). Below are links to a London Dairy TV commercial and useful customer reviews.

[London Dairy Marketing Video](#)

[5,000 Mouthshut.com reviews](#)

For more information pertaining to Armada Mercantile Ltd., visit: www.armadamercantile.com.

“Patrick Cole”

President

Contact Telephone Number: 916-787-4278.

This press release may contain forward-looking statements, which are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Expressions of future goals and similar expressions reflecting something other than historical fact are intended to identify forward-looking statements, but are not the exclusive means of identifying such statements. These forward-looking statements involve a number of risks and uncertainties. The actual results that the Company achieves may differ materially from any forward-looking statements due to such risks and uncertainties. The Company undertakes no obligations to revise or update any forward-looking statements in order to reflect events or circumstances that may arise after the date of this news release. The risks and uncertainties discussed in documents filed by the Company with the British Columbia, Alberta and Ontario Securities Commissions.