



CSE: MOOO
OTCQB: MOOOF
FWB: 015, WKN: A3DNBE

NEWS RELEASE

bettermoo(d) Applauds IKEA'S Commitment to Remove or Replace Dairy to Meet 2030 Sustainability Goals

Vancouver, British Columbia, Canada – March 10, 2023 – **bettermoo(d) Food Corporation** (CSE: **MOOO**), (OTCQB: **MOOOF**), (Frankfurt: **015**, WKN: **A3DNBE**) (the “**Company**” or “**bettermoo(d) Food**”), applauds furniture giant, IKEA, on their recently announced sustainability plan – a plan that includes a transition that would see its bistro menu and Swedish Food Market packaged meals at 50 percent, and 80 percent plant-based, respectively, by 2025 as well as adding dairy free alternatives to their menu.

Since its launch of the vegan version of IKEA meatballs in 2015, IKEA has been continuously exploring ways to reduce its carbon footprint. Ingka Group, the parent company of IKEA based in Leiden, Netherlands, is looking to accelerate its carbon footprint reduction mission with the introduction of Saluhall, a food hall inspired by Nordic culture that will serve 80% plant-based food and hopefully 100% in the future. This is in addition to increasing its market packaged meals to 50% of its total offerings.

It is estimated that IKEA's carbon footprint in 2022 was 25.8 million metric tons of CO2 equivalent – an amount that equates to a decrease of 5 percent compared to its 2021 footprint, and a decrease of 12 percent compared to its 2016 baseline footprint.

“The climate footprint of plant-based food is often lower compared to animal-based options,” the IKEA report states.

While IKEA's corporate strategies resulting in more energy-efficient manufacturing processes and environmental-friendly products have contributed to its carbon footprint decreases, the conglomerate's increases in plant-based bistro and packaged meal options, and their consumer's overall engagement with such options, have also been contributing factors. The recent report also shares IKEA's commitment to continually explore additional means to further reduce its carbon footprint, and increase sustainable business practices, including plans to remove or replace dairy products, altogether.

“We continue to explore where and how we can remove or replace dairy in our range (without compromising on taste) to further reduce the climate impact of our food ingredients,” the IKEA report stated.

The report further stated, “*We will promote healthier, more sustainable behaviors such as preventing and reducing food-related waste, eating more plant-based and nutritious food, and acquiring, caring for, and passing on products in circular ways.*”

“It is very encouraging to see big multi-national corporations, such as IKEA, embrace plant-based philosophies into their sustainability plans,” stated Steven Pear, bettermoo(d) Food CEO.



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“When internationally known corporations, like IKEA, commit to making changes that make the world a better place, they are very impactful and have the ability to influence many. We 100% support IKEA in their endeavours to increase plant-based food offerings, and their forward looking goals to reduce or eliminate dairy altogether from their bistros and market places. We also encourage other influential corporations to make similar commitments. Such changes may seem small, however, if ‘the many’ were to all take small steps, the road to a better and more sustainable world would not seem long at all,” Pear concluded.

The Company also wishes to announce that it has engaged Stride Report Inc. (“**Stride**”), an arm’s length party to the Company, to provide marketing & investor awareness services. The company budgeted a total of \$750,000 for the next 12 months and advanced the payment in full.

The services will include but not limited to investor relations, creation of content, strategic planning, digital advertisement placement, and overseeing progress and results of digital campaigns.

Consideration offered to Stride does not include any securities of the Company. Aside from this engagement, the Company does not have any relationship with Stride and Mr. Raafat Nasser, CEO of Stride.

Stride’s business address is located 1120- - 625 Howe Street, Vancouver, BC, Canada, V6C 2T6, email is raafat@stride.report, telephone number is 604-710-7318 and website is <https://stride.report/>.

ABOUT BETTERMOO(D) FOOD CORPORATION

bettermoo(d) Food Corporation is an innovative beverage company focused on delivering high quality products through online and in-store retail platforms. bettermoo(d) Food Corporation utilizes social media to deliver educational experiences for their customer base while demonstrating - pioneering beverage technologies.

ON BEHALF OF THE BOARD OF DIRECTORS

Steve Pear
Chief Executive Officer and Director
bettermoo(d) Food Corporation

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The CSE does not accept responsibility for the adequacy or accuracy of this release.

This news release includes certain “forward-looking statements” under applicable Canadian securities legislation, including the anticipated completion of the Consolidation and the corporate objectives of the Company. Forward-looking statements are necessarily based upon several estimates and assumptions



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that, while considered reasonable, are subject to known and unknown risks, uncertainties, and other factors which may cause the actual results and future events to differ materially from those expressed or implied by such forward looking statements. Such factors include, but are not limited to general business, economic, competitive, political, and social uncertainties, and uncertain capital markets. Readers are cautioned that actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on forward-looking statements. The Company disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.