



CSE: **MOOO**
OTCQB: **MOOOF**
FWB: **015A**

NEWS RELEASE

New Study Shows Plant-Based Foods Can Reduce the Risk of Type 2 Diabetes

Vancouver, British Columbia, Canada – May 11, 2023 – bettermoo(d) Food Corporation (CSE: **MOOO**), (OTCQB: **MOOOF**), (Frankfurt: **015A**, WKN: **A3D8PP**) (the “Company” or “bettermoo(d) Food”), applauds new study published in the *Scientific Reports*¹ journal, evidencing the adoption plant-based diets could reduce the risk of Type 2 Diabetes.

According to a new study published in the journal *Scientific Reports*, replacing processed and red meat with plant-based foods such as fruits, vegetables, cereals, and legumes can significantly reduce the risk of type 2 diabetes. The study notes that diabetes is a significant public health concern, with an estimated 463 million adults living with diabetes in 2019, and the prevalence projected to reach 10.9 percent (700 million) by 2045.

The study, which evaluated data from five cohorts comprising 41,662 Finnish individuals aged 25 years and older, found that even minor but easily implementable shifts toward plant-based diets could lower the risk of type 2 diabetes, particularly among males. Partially substituting red meat or processed meat with fruits, cereals, or a combination of the plant-based foods slightly reduced the risk of type 2 diabetes, particularly in men. However, replacing meat intake with vegetables and/or legumes did not yield similar findings.

The study authors note that the protective effect of fruits against type 2 diabetes may be due to their rich polyphenol and fiber contents, as well as the improved maintenance of body weight associated with a high consumption of fruits. High whole-grain intake is also associated with lower fasting insulin levels and improved insulin sensitivity.

The study findings are timely given that the Diabetes and Nutrition Study Group of the European Association for the Study of Diabetes recently published new recommendations for managing diabetes, which include minimizing the consumption of red and processed meat and instead consuming minimally processed plant foods to manage diabetes.

The study authors hope that their findings and the new recommendations will encourage individuals to make changes in their diets and eventually result in more permanent and effective dietary changes in real-life settings.

“The recommendation to consume a more plant-based diet is direly needed to avert the expected 200 million new cases of diabetes worldwide in the next 20 years,” said Hana Kahleova, MD, PhD, a co-author of the recommendations. *“The clinical research I conduct consistently shows the benefits of a plant-based diet for preventing and improving diabetes.”*

¹ [Scientific Reports Journal](#)



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The Company further announces that it previously entered into an agreement with Stride Report Inc. ("Stride"), an independent third-party, for the provision of marketing and investor awareness services. As part of the ongoing engagement, the Company has agreed to compensate Stride with a new media budget totaling CAD\$80,000, plus applicable taxes (the "New Media Budget"). The New Media Budget is intended to support the upcoming online marketing campaign initiatives with the Company, expected to commence May 12, 2023.

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 at 1120-625 Howe Street, Vancouver, BC 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 plant-based dairy alternative food and beverage company based in Vancouver, British Columbia Canada, launching Moodrink™, a nutritious dairy-alternative beverage with a revolutionary flavour.

Driven by the motto "*What A Cow Eats and A Human Needs*" bettermoo(d) seeks to produce dairy alternative products that are good for both people and the planet – ensuring that all products are nutritious and sustainably sourced, and that also emulate the great taste of traditional milk from the Alps regions of Switzerland, France and Austria. Working with food scientists the Company's goal is to conduct continuous food research and development programs with the goal of rolling out a full line of dairy alternative products, including Moogurt and Bøetter, as well as many other products, that are better for YOU and better for the planet.

ON BEHALF OF THE BOARD OF DIRECTORS

Nima Bahrami
Chief Executive Officer and Director
bettermoo(d) Food Corporation

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This news release may contain certain forward looking statements and forward looking information (collectively, "Forward-Looking Statements") within the meaning of the applicable Canadian and U.S.



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securities laws, including the United States Private Securities Litigation Reform Act of 1995. All statements, other than statements of historical fact, included herein including, without limitation, statements with respect to the anticipated commercial production of Moodrink, are forward-looking statements. When or if used in this news release, the words “anticipate”, “believe”, “estimate”, “expect”, “target”, “plan”, “forecast”, “may”, “schedule” and similar words or expressions identify forward-looking statements or information. Such statements represent the Company's current views with respect to future events and are necessarily based upon a number of assumptions and estimates that, while considered reasonable by the Company, are inherently subject to significant business, economic, competitive, political and social risks, contingencies and uncertainties. Many factors, both known and unknown, could cause results, performance, or achievements to be materially different from the results, performance or achievements that are or may be expressed or implied by such forward-looking statements. The Company does not intend, and does not assume any obligation, to update these forward-looking statements or information to reflect changes in assumptions or changes in circumstances or any other events affecting such statements and information other than as required by applicable laws, rules and regulations.