



CSE: MOOO  
OTCQB: MOOOF  
FWB: 0I5A, WKN: A3D8PP

## NEWS RELEASE

### **bettermoo(d) Eyes US Launch: Collaborating with Major US Broker to Gain Access to its Network of up to 50,000 Retail Grocery Locations**

Vancouver, British Columbia, Canada – October 27, 2023 – **bettermoo(d) Food Corporation** (CSE: **MOOO**), (OTCQB: **MOOOF**), (Frankfurt: **0I5A**, WKN: **A3D8PP**) (the “**Company**” or “**bettermoo(d)**”), proudly unveils a significant partnership with a major U.S. retail broker (the “**Sales Broker**”), to unleash its flagship product, Moodrink™, in the U.S. This strategic alliance will allow bettermoo(d) to gain access to up to 50,000 retail outlets in the Sales Broker network across one of the world's largest grocery retail markets with a population of over 334 million people.

The Sales Broker is a distinguished and accomplished firm renowned for its expertise in sales and marketing, and that has also been a driving force behind the exponential growth of consumer goods and manufacturers in North American retail markets for over three decades. With a well-established rapport among major big box retailers in the U.S., the Sales Broker is recognized for its prowess in introducing novel products, securing strategic shelf space, and optimizing in-store promotional initiatives for brand management clients, like bettermoo(d).

*“We are thrilled to be eyeing U.S. expansion through this collaboration. The Sales Broker’s extensive experience, robust network, and keen understanding of consumer behavior make them the perfect choice to introduce Moodrink™ to the U.S. market. This partnership aligns with our commitment to providing high-quality plant-based options to a health-conscious audience. With the Sales Broker’s guidance, we aim to make a significant impact on the U.S. retail landscape,”* stated Nima Bahrami, bettermoo(d), CEO.

The Sales Broker’s rigorous brand selection process uniquely positions them to cater to the specific needs of their retail partners, fostering continued growth for their brand associates. bettermoo(d)’s collaboration with the Sales Broker promises to catapult Moodrink™ into the limelight, with potential exposure to an impressive network of over 50,000 U.S.-based retail grocery stores, including major big box retailers such as Kroger, Publix, Walmart, and many more. This venture ushers in a wave of opportunity, targeting one of the most extensive vegan and healthy lifestyle communities globally.

The Company is thrilled to commence this new venture, and believes it is poised to make a revolutionary impact on the dairy alternative industry. Under the Agreement, the Sales Broker will be entitled to a commission on product sales.

#### **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 revolutionary flavour. Moodrink™ includes a blend of herbs and flowers similar to what cows ate, before the time of mass livestock production. Like rich dairy products,



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Moodrink™ contains added healthy plant fats and vitamins, so consumers don't miss out. The Moodrink™, is just the beginning of the revolution for the Vancouver based dairy-alternative company, bettermoo(d).

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 aim of rolling out a full line of dairy alternative products, including Moogurt and Buetter, 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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