



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

NEWS RELEASE

bettermoo(d) Achieves Milestone with Moodrink™ Launch Across Canadian Market and Celebrates Moodrink™'s National Listing with Canada's Largest Grocery Retail Chain

Vancouver, British Columbia, Canada – February 2, 2024 – **bettermoo(d) Food Corporation** (CSE: **MOOO**), (OTCQB: **MOOOF**), (Frankfurt: **0I5A**, WKN: **A3D8PP**) (the “**Company**” or “**bettermoo(d)**”), an emerging leader and innovator in the plant-based food industry, is thrilled to finally announce the long and highly anticipated official launch (the “**Launch**”) of its flagship product, Moodrink™ (the “**Product**”) across the Canadian market. Now is the time Moodrink™ reaches eagerly waiting consumers. The Launch is the first stage of the Company’s Canadian rollout campaign, with subsequent stages leading to the further nationwide expansion of Moodrink™’s presence into additional stores and retail chains.

The Company also announces the national listing of Moodrink™ with Canada’s largest grocery retail chain (the “**Chain**”) through the Company’s distribution partner United Natural Food (UNFI) Canada. This milestone listing will comprise 298 stores under the Chain’s various banner stores across the country, ensuring Moodrink™’s extensive reach throughout the provinces and offering a seamless experience for consumers nationwide.

The Chain holds a dominant position in the Canadian grocery retail landscape, boasting millions of loyal customers and generating approximately 2 billion customer transactions per year¹. With a 27 percent share of the grocery retail industry in Canada², the Chain provides an unparalleled opportunity for bettermoo(d) to tap into a vast consumer base, positioning Moodrink™ for long-term revenue growth.

Research conducted in 2020 indicated that the Canadian milk alternative beverages market is set to reach US\$469.8 million in 2025³. The national listing with the Chain presents bettermoo(d) with significant market exposure, establishing the Company as an industry leader in the growing dairy alternative sector.

“We are thrilled to launch of Moodrink™ across Canada, marking a significant milestone for bettermoo(d). This is a new and exciting beginning as we hope to be in more than 2000 stores by the end of the year. We are currently executing our Canadian rollout plan, and this launch serves as the first step with exciting news to follow. Our next step is to expand Moodrink™ presence into additional stores and retail chains,”
Nima Bahrami, bettermoo(d) CEO.

Moodrink™ distinguishes itself with a remarkable nutritional profile, boasting eight grams of plant-based protein per serving and providing an excellent choice for those seeking a satisfying and nutritious beverage. With a rich source of fibre promoting smoother digestion, Moodrink™ surpasses most 2% milk

¹ <https://www.arcternventures.com/author/arctern/>

² <https://www.statista.com/statistics/481019/leading-grocery-retailers-by-market-share-canada/>

³ <https://agriculture.canada.ca/en/international-trade/market-intelligence/reports/customized-report-service-milk-alternative-beverages-plant-based-beverages-canada-and-united-states>

in nutritional composition. It offers more calcium, reduced sugar and sodium, zero cholesterol, and lower fat content, making it an ideal option for individuals aiming for a balanced and health-conscious lifestyle. Beyond its nutritional excellence, Moodrink™ delivers an exceptional taste experience, crafted to emulate the richness of traditional dairy beverages from the Alps regions of Switzerland, France, and Austria.

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