



CSE: MOOO
OTCQB: MOOOF
FWB: 015A, WKN: A3D8PP

NEWS RELEASE

bettermoo(d) Achieves Remarkable Sales Performance: Moodrink Sold Out and Reordered in Select Independent and Retail Chain Stores in Canada

Vancouver, British Columbia, Canada – February 16, 2024 – **bettermoo(d) Food Corporation** (CSE: **MOOO**), (OTCQB: **MOOOF**), (Frankfurt: **015A**, WKN: **A3D8PP**) (the “**Company**” or “**bettermoo(d)**”), is thrilled to report a significant sales milestone for its flagship dairy alternative product, Moodrink™ (the “**Product**”). Due to strong consumer demand, Moodrink™ has sold out in select retail chain stores (the “**Stores**”) in Canada, prompting immediate reorders to restock Moodrink™ on shelves and continue meeting the enthusiastic response and increasing demand from Canadians.

This reorder represents a crucial moment of acceleration in bettermoo(d)’s journey towards future growth. The swift sell-out and subsequent restock of Moodrink™ across Canada highlights the Product’s market presence and consumer acceptance, laying a solid foundation for expanding the Product’s footprint in the plant-based beverage sector. This momentum is a clear indicator of Moodrink™’s potential to drive substantial growth and reinforce bettermoo(d)’s position as a leader in sustainable food innovations. As the Company continues to meet and exceed consumer demand, these successes will be instrumental in attracting new retail partnerships and opportunities, paving the way for expansive growth and enhanced shareholder value.

“We are extremely happy to see that Moodrink™ has received a great reception from consumers so far. This achievement propels us into an exciting phase of growth, with the anticipation of hitting more major milestones in the near future. We are committed to building on this momentum, expanding our market presence, and continuing to deliver products that resonate with our consumers’ values and lifestyles,” stated Nima Bahrami, CEO of bettermoo(d).

The Company’s distribution partner United Natural Foods (UNFI) Canada has played a pivotal role in facilitating the swift reorder of Moodrink™ to the select Stores, ensuring that the demand surge is met with adequate supply across Canada. UNFI, a leading distributor in North America, specializes in natural, organic, and specialty food products, boasting a vast network of distribution centers that serve approximately 30,000 retail partners in the United States and Canada. This partnership underscores UNFI’s integral role in bettermoo(d)’s distribution strategy, leveraging its extensive reach and logistical expertise to enhance Moodrink™’s availability.

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 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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