



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

NEWS RELEASE

bettermoo(d) CEO Announces Moodrink™ Stock-Up at United Natural Food (UNFI) Canada for Canada’s Largest Grocery Retail Chain

Vancouver, British Columbia, Canada – March 18, 2024 – **bettermoo(d) Food Corporation** (CSE: **MOOO**), (OTCQB: **MOOOF**), (Frankfurt: **0I5A**, WKN: **A3D8PP**) (the “**Company**” or “**bettermoo(d)**”) is pleased to announce during a special investors announcement on March 18, 2023, the stocking of its flagship product, Moodrink™ (the “**Product**”), at its distribution partner, United Natural Food (UNFI) Canada, to meet the demand of Canada’s largest grocery retail chain.

Nima Bahrami, CEO of the Company, also praised the Product's outstanding reception, with demand outstripping the Company’s forecasts and experiencing swift sell-outs and reorders in select Canadian stores, showcasing the market's appetite for Moodrink™. This strategic move to stock up at UNFI is designed to ensure that Canadians across the country have reliable access to Moodrink™.

Mr. Bahrami also took the opportunity to emphasize that the current achievements are merely the starting point for bettermoo(d), and lauded Moodrink™'s achievement of securing a nationwide presence within stores of the world’s leading natural and organic foods retailer. With a commitment to capitalizing on the Company’s recent success and existing momentum, bettermoo(d) is set on broadening its market footprint, delving into new ventures, and maintaining a steadfast focus on innovation. This proactive approach signifies the Company's dedication to not just sustaining but also amplifying its growth and success in this dynamic market landscape.

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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