



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

## NEWS RELEASE

### **bettermoo(d) Receives Initial Purchase Orders from UNFI Canada and West Coast Distributor for Moodrink Barista™ to Target Retail and Coffee Industry**

Vancouver, British Columbia, Canada – September 13, 2024 – **bettermoo(d) Food Corporation** (CSE: **MOOO**), (OTCQB: **MOOOF**), (Frankfurt: **015A**, WKN: **A3D8PP**) (the “**Company**” or “**bettermoo(d)**”) is pleased to announce it has received initial purchase orders for its newly launched Moodrink™ Barista Edition (**Moodrink Barista™**) from United Natural Foods Canada, (“**UNFI Canada**” or the “**Distribution Partner**”), the largest publicly traded wholesale distributor in North America delivering healthier food options to people throughout the United States and Canada<sup>1</sup>, and an established coffee shop distributor (the “**West Coast Coffee Shop Distributor**”), serving the West Coast of Canada for over 16 years. Both distributors placed initial order soon after the product’s official launch in late August, which management believes reflects the strong demand and enthusiasm for bettermoo(d)’s innovative plant-based Moodrink Barista™.

bettermoo(d) intends to leverage its distribution partners to target coffee shops and food service establishments, while also utilizing its existing networks to work on placing Moodrink Barista™ in retail chains across Canada. By offering a product tailored for baristas and coffee enthusiasts, the Company is positioning itself to serve an expanding segment of the beverage industry.

The coffee industry has demonstrated consistent growth, with North America being a major player in its expansion. On average, individuals in this region consume about three cups of coffee daily, highlighting the role coffee plays in their daily routines. In 2023, the North American coffee market was valued at US\$ 18.23 billion and is projected to reach US\$ 27.06 billion by 2030, growing at a compound annual growth rate (CAGR) of 5.8%.<sup>2</sup>

*"As the coffee industry continues to grow and evolve, the demand for high-quality plant-based alternatives has never been greater. Launching Moodrink Barista™ is a strategic move that allows bettermoo(d) to not only meet this rising demand but also to expand our market presence in a key segment. This is a fantastic opportunity for us to introduce our innovative products to a wider audience, with the goal of creating new revenue streams that align with our vision of sustainable and health-conscious living,"* stated Nima Bahrami, CEO of bettermoo(d).

#### **About United Natural Foods, Inc. (UNFI):**

As one of the most influential companies in its industry, United Natural Foods, Inc. (“**UNFI**”), the parent company of UNFI Canada, operates 50 distribution centers across North America and serves a diverse

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<sup>1</sup> <https://ir.unfi.com/home/default.aspx>

<sup>2</sup> <https://www.stellarmr.com/report/North-America-Coffee-Market/77>

array of approximately 30,000 retail partners, including natural product superstores, independent retailers, conventional supermarket chains, e-commerce platforms, and food service providers.

#### **About the West Coast Coffee Shop Distributor:**

The West Coast Coffee Shop Distributor, a trusted name in the industry for over 16 years, specializes in providing premium bubble tea ingredients, coffee products, and food packaging solutions. With a strong presence across three locations in lower BC and Calgary, Local Distributor has been serving the West Coast of Canada since 2007. Committed to the principles of integrity, professionalism, and quality, they offer not only high-quality products but also a broad spectrum of integrated services. These include expert recommendations for store planning, innovative packaging design, and essential equipment, ensuring that customers receive comprehensive support tailored to their needs.

With 1,149 coffee and snack shops in British Columbia<sup>3</sup> and 970 in Alberta<sup>4</sup>, bettermoo(d)'s newly launched Moodrink Barista™ has the potential to secure placement in a large number of these locations through the Local Distributors. This opportunity can position bettermoo(d) as an integral part of the lucrative coffee industry in Western Canada, while also enhancing brand visibility and driving growth through expanded reach.

#### **ABOUT BETTERM00(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**

***For further information please contact:***

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<sup>3</sup> <https://www.ibisworld.com/ca/industry/british-columbia/coffee-snack-shops/18683/>

<sup>4</sup> <https://www.ibisworld.com/ca/industry/alberta/coffee-snack-shops/15228/>

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*The CSE does not accept responsibility for the adequacy or accuracy of this release.*

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