



NEWS RELEASE

CULT Food Science Launches Sales of Bmeaty™, a Proprietary Ingredient for Pet Food Brands

Innovative blend of yeasts designed to solve palatability will be an ingredient in several plant-based products in 2024

Toronto, Ontario, November 30, 2023 / CNW / CULT Food Science Corp. (“CULT” or the “Company”) (CSE: CULT) (OTC: CULTF) (FRA: LN0), a pioneer in the investment, development, and commercialization of cellular agriculture technologies and products, is pleased to announce details and commercialization plans for its third proprietary ingredient, a blend of yeasts called Bmeaty™.

Palatability is a major concern for meat-free pet brands as well as companies developing cell-cultivated meats for cats and dogs. Bmeaty™ gives meat-free treats and foods the meaty, umami flavor that cats and dogs love. It is approximately 40% protein and also a source of B vitamins and dietary fiber – all beneficial to a cat or dogs’ everyday diet.

Bmeaty™ is made through a process of primary fermentation and fractionation. After yeast is made in fermentation vats, scientists fractionate the yeast cell wall using a hydrolysis process. The extract, hydrolyzed yeast and a carrier yeast make up the new ingredient.

Bmeaty™ joins a suite of proprietary and patented ingredients developed by CULT. Bmmune® is a nutritional yeast mixed with fermented proteins that offer pets a spectrum of health benefits, including improved digestion, immune system support, and overall cognitive and heart health. Bflora® is a powerful probiotic designed specifically for cats and dogs’ gastrointestinal tracts, with four strands of bacterial probiotic mixed with a healthy yeast.

The ingredients are currently being sold to pet food brands and will be an ingredient in several plant-based products released in 2024. The Company is also in advanced partnership discussions with pet food brands in North America and Europe.

The ingredients are also included in Noochies!, the world's first freeze-dried, high-protein and nutrient-rich pet food made without factory farming. Noochies! products are available in select

retail stores in California and Oregon and online at <https://www.noochies.co> (US only). Residents outside the continental U.S. and stores interested in carrying Noochies! products can reach out to the company at hello@noochies.co.

Management Commentary

“We are excited to unveil our latest ingredient Bmeaty™ which solves a key problem facing many pet food manufacturers. This expands our ingredient portfolio and helps set us up for success as we scale out this new line of business.” said Mitchell Scott, CEO of CULT.

“Feeding our cats and dogs healthy, environmentally positive diets can sometimes feel impossible,” said Joshua Errett, VP of Product Development of CULT. “Bmeaty™ can help solve that challenge of meat-free, sustainable diets.”

About CULT Food Science

CULT is revolutionizing the world of food through science. In partnership with our portfolio companies, we are building some of the first food brands in the world that leverage cellular agriculture technologies to create a healthier, more sustainable, and truly delicious future for all.

Additional information can be found by viewing the Company's website at cultfoodscience.com or its regulatory filings on sedar.com.

On behalf of the Board of Directors of the Company,

CULT FOOD SCIENCE CORP.

"Mitchell Scott"

Mitchell Scott, Chief Executive Officer

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Forward-Looking Information:

Information set forth in this news release may involve forward-looking statements. Forward-looking statements are statements that relate to future, not past, events. In this context, forward-looking statements often address a company's expected future business and financial performance, and often contain words such as "anticipate", "believe", "plan", "estimate", "expect", and "intend", statements that an action or event "may", "might", "could", "should", or "will" be taken or occur, or other similar expressions. By their nature, forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause our actual

results, performance or achievements, or other future events, to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Such factors include but are not limited to the following risks: those associated with marketing and sale of securities; the need for additional financing; reliance on key personnel; the potential for conflicts of interest among certain officers or directors with certain other projects; and the volatility of common share price and volume. Forward-looking statements are made based on management's beliefs, estimates and opinions on the date that statements are made and except as required by law, the Company undertakes no obligation to update forward-looking statements if these beliefs, estimates and opinions or other circumstances should change. Investors are cautioned against attributing undue certainty to forward-looking statements. For further information on risk, investors are advised to see the Company's MD&A and other disclosure filings with the regulators which are found at [sedar.com](https://www.sedar.com).

SOURCE: CULT Food Science Corp.