



NEWS RELEASE

## **CULT Food Science Subsidiary Further Foods Announces Noochies! Will be Included in Upcoming PETS+ Sample Box**

***Noochies! innovative, cruelty-free cat treats reach over 200 brands  
and retailers as part of PETS+ July Sample Box***

Toronto, Ontario, June 21, 2024 / CNW / CULT Food Science Corp. (“CULT” or the “Company”) (CSE: CULT) (OTC: CULTF) (FRA: LN0), a disruptive food technology platform pioneering the commercialization of lab grown meat and cellular agriculture to reshape the global food industry, is excited to announce that Noochies! Freeze-Dried Cat Snacks will be included in the PETS+ July “Made in the USA” Sample Box, which will be distributed to over 200 brands and retailers.

PETS+ is one of the largest and most reputable media and publishing companies in the pet food and animal nutrition space. Leveraging their vast audience of pet owners, retailers and brands, PETS+ has been operating the PETS+ Sample Box for more than 3 years, distributing innovative and emerging pet food products to more than 1,100 individual pet retailers across North America.

### **Key Takeaways**

- Noochies! Freeze-Dried Cat Snacks to feature in PETS+ July Made in the USA Sample Box.
- The Sample Box Program is a vital marketing tool for brands and retailers in the pet industry to discover emerging new brands in animal nutrition and pet food.
- Noochies! snacks are high-protein, cruelty-free, and made with a patent-pending freeze drying process.

Noochies! Freeze-Dried Cat Snacks are the world’s first high-protein, nutrient-rich cat treats made without factory farming. Utilizing a patent-pending freeze drying process, these snacks

ensure a premium, cruelty-free, and eco-friendly product. The treats are packed with protein, fiber, B vitamins, and fermented ingredients, supporting overall pet health.

The PETS+ Sample Box Program has become essential for retailers and brands. In 2024, PETS+ plans to offer eight sample boxes, making it a crucial marketing tool for emerging products like Noochies! This exposure is expected to drive interest and exposure to Noochies! unique treats.

Noochies! treats are made using Bmmune™, a foundational ingredient that exceeds industry standards for protein and amino acids. This makes it a viable alternative to traditional animal-based ingredients, positioning Noochies! as a leader in sustainable and innovative pet nutrition.

### **Management Commentary**

Mitchell Scott, CEO of CULT Food Science, stated, “Inclusion in the PETS+ Sample Box Program will enhance our market visibility and connect our innovative, eco-friendly cat snacks with leading brands and retailers. Our commitment to cruelty-free, high-quality pet products aligns perfectly with current consumer demands, driving both company growth and shareholder value.”

### **About CULT Food Science**

CULT Food Science is a disruptive food technology platform pioneering the commercialization of lab grown meat and cellular agriculture to reshape the global food industry. CULT’s robust portfolio of investments in cutting-edge, venture-backed cellular agriculture and lab-grown meat companies provides widespread investor access to the future of food. Backed by a team of experts with extensive experience in food technology and launching consumer food products, CULT is committed to being at the forefront of the food revolution.

### **About Further Foods**

Further Foods is revolutionizing pet nutrition through its innovative brand, Noochies! Noochies! leverages advanced cellular agriculture technologies to create pet food products with superior nutrition profiles and ethical standards. Noochies! recently introduced the world's first freeze-dried, high-protein, nutrient-rich pet treats made without factory farming. Noochies! products are currently available for sale in the United States and Canada at select retailers and online at <https://www.noochies.co/>.

**Additional information can be found by viewing the Company's website at [cultfoodscience.com](http://cultfoodscience.com) or its regulatory filings on [sedar.com](http://sedar.com).**

**On behalf of the Board of Directors of the Company,**

**CULT FOOD SCIENCE CORP.**

**"Mitchell Scott"**

**Mitchell Scott, Chief Executive Officer**

**For further information about CULT Food Science Corp.:**

**Tel: + 1 (888) 733 - 8581**

**Email: [IR@CULTFoodScience.com](mailto:IR@CULTFoodScience.com)**

**Web: [CULTFoodScience.com](http://CULTFoodScience.com)**

**Twitter: [@CULTFoodScience](https://twitter.com/CULTFoodScience)**

**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](http://sedar.com).

**SOURCE: CULT Food Science Corp.**