



# NEWS RELEASE

## BLENDER BITES PARTNERS WITH MAMAS FOR MAMAS

*All-in-One Functional Frozen Smoothie Company Donates Sales to Help Moms in Need*

October 5, 2021 – Vancouver, British Columbia – Blender Bites Ltd. (the “**Company**”, “**Blender Bites**” or “**Blender**”), (CSE: **BITE**, FWB: **JL4**, WKN: A3C3Y2), a Canadian company involved in the development and marketing of a line of frozen premium organic and plant-based pre-portioned frozen smoothie pucks, announces its partnership with Mamas for Mamas (“Mamas”), a national charitable organization in Canada that supports mothers and caregivers facing poverty-related struggles. Reinforcing the Company’s commitment to making healthy, affordable foods accessible, Blender Bites is donating a portion of its sales to the Mamas for Mamas Okanagan and Vancouver branches.

Blender Bites’ contribution, which is issued every quarter to Mamas for Mamas, goes directly toward helping thousands of women in under-resourced communities. Chelsie Hodge, founder of Blender Bites, created the Company with “mamas” in mind – focusing on accessibility, affordability, and ease of use.

*“The Mamas for Mamas organization has been near and dear to my heart and my mission to support women in Canada,”* said Hodge. *“Their work makes a true impact on communities, and we’re honored to play a part in it with our ongoing donations.”*

For more information on Mamas for Mamas, visit [mamasformamas.org](https://mamasformamas.org).

The Company also announces that it has engaged Media Relations Publishing (“Media Relations”), and its managing director, Carsten Schmitter, an arm’s length party to the Company, to provide digital marketing services to the Company for a period of three (3) months. The services will be provided at the request of the Company, from time-to-time, based upon an advertising budget determined by the Company, and will include the creation of content, online search optimization and digital advertisement placement (collectively, the “Services”). In consideration for providing the Services, the Company has agreed to pay to Media Relations CDN \$449,190 for the Services, which shall commence on the date of payment and end on January 5, 2022.

The Company is not obligated to distribute any content through, or utilize the services of, Media Relations Publishing, and may terminate the engagement at any time by providing thirty days written notice. Consideration offered to Media Relations Publishing does not include any securities of the

Company. Aside from this engagement, the Company does not have any relationship with Media Relations Publishing.

Media Relations' business address is located at Marie-Curie Str. 3, 50321, Bruehl, NRW, Germany, email is [carstenschmider1972@gmail.com](mailto:carstenschmider1972@gmail.com) and telephone number is +49 (0) 17670244313.

### **About Blender Bites**

Blender Bites is a Canadian company involved in the development and marketing of a line of premium frozen food products with a focus on functionality. Blender Bites was founded in 2016 and was first to market in Western Canada with a pre-portioned "easy smoothie" product that is free of any unnecessary inner plastic packaging. Blender Bites products are organic, vegan, non-GMO, gluten free, dairy free and soy free. They contain no added sugars and are made in Canada. Blender Bites products are distributed nationally across Canada and are currently sold in over 800 stores, including Sobeys, Safeway, Save on Foods, Whole Foods Market, Buy-Low/Nesters, IGA and Fresh Street.

On behalf of the Board of Directors,  
**Blender Bites Limited**

Chelsie Hodge, Chief Executive Officer

For further information, contact Blender IR Team at:  
Email - [investors@blenderbites.com](mailto:investors@blenderbites.com)  
Telephone – 1-888-997-2055

### **CAUTIONARY DISCLAIMER STATEMENT**

*This news release includes certain "forward-looking statements" under applicable Canadian securities legislation. Forward-looking statements are necessarily based upon a number of estimates and assumptions that, while considered reasonable, are subject to known and unknown risks, uncertainties, and other factors which may cause the actual results and future events to differ materially from those expressed or implied by such forward looking statements. Such factors include, but are not limited to general business, economic, competitive, political and social uncertainties, and uncertain capital markets. Readers are cautioned that actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on forward-looking statements. The Company disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.*