



NEWS RELEASE

Blender Bites Expands Product Portfolio with Introduction of New Superfood Smoothie Innovation – Daily Defen-C™

October 13, 2022 – Vancouver, British Columbia – Blender Bites Ltd. (the “Company”, “Blender Bites” or “Blender”), (CSE: BITE, FWB: JL4, WKN: A3DMEJ), an award winning Canadian company involved in the development and marketing of a line of premium, organic and plant-based pre-portioned frozen functional foods, is pleased to announce that it is expanding its product offerings with the introduction of its latest immune supporting smoothie innovation, Daily Defen-C™.

Daily Defen-C™ contains a blend of organic fruits and functional ingredients including 2 billion plant-based probiotics per puck, camu camu, ginger, turmeric and a blend of 15 vitamins and minerals derived from organic whole foods. This immunity boosting smoothie is high in Vitamin A which naturally supports immune system function and high in Antioxidant Vitamins C and E. Probiotics are a natural way to enhance and support healthy digestion and balance gut microbes which has been shown to increase immune system response

Like all of Blender Bites’ 1-step smoothie innovations, the Company’s latest innovation is certified organic, vegan, non-GMO, gluten free, dairy free, soy free and contains no added sugar.

“I’m thrilled to launch our new immune supporting Daily Defen-C™ 1-step smoothie. I have always been a big believer in the nutritional power of superfoods which is why each of our formulations keeps functional ingredients top of mind. Launching a smoothie with double the dose of probiotics than the leading yogurt brand is a big step in the right direction for the brand and continues to build on our foundation of holistic yet delicious ingredients. I believe this flavour is going to be a huge hit with families looking to keep their children healthy through the next school year and the older population who are continuing to put their health as a top priority,” stated Chelsie Hodge, the Company’s CEO and Founder.

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 certified 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 internationally across Canada and the US, and are currently sold in over 900 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

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