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CSE: BITE | FWB: JL4

NEWS RELEASE

Blender Bites Applauds Study Exposing Wide-Ranging Health Risks Caused by Plastic Production Life Cycle and Engages Marketing Services Firm

April 12, 2023 – 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, applauds the recommendations and call for immediate action leading from a research study published in *Annals of Global Health* on March 21, 2023¹, urging the international community to control the manufacturing and use of plastics to protect human and planetary health; after the study found that the current patterns of plastic production, use and disposal pose significant harm to human health ranging from various types of cancers to birth defects.

The research, conducted by Boston College Global Observatory in partnership with Australia’s Minderoo Foundation and the Centre Scientifique de Monaco, is the first examination of health hazards caused by plastics across the material’s entire life cycle, from extraction to disposal. Entitled *The Minderoo-Monaco Commission on Plastics and Human Health* (the “**Study**”), the research examines the negative impact of plastic’s entire life cycle on human health and well-being, the global environment and economy, and vulnerable populations.

The findings of the Study discuss how workers involved in the production of plastic, such as coalminers and oil and gas field workers extracting fossil carbon feedstocks “suffer increased mortality from traumatic injury”. The Study further concluded that plastic production workers “are at increased risk of leukaemia, lymphoma ... brain cancer, breast cancer, mesothelioma ... and decreased fertility”; while those working in the plastic recycling industry “have increased rates of cardiovascular disease, toxic metal poisoning, neuropathy, and lung cancer.”²

The Study also draws on previous literature to present the plastic production cycle’s effects on communities adjacent to plastic production which are exposed to “increased risks of premature birth, low birth weight, asthma, childhood leukemia, cardiovascular disease, chronic obstructive pulmonary disease, and lung cancer”. The analysis also expands on the health-related costs of plastic production and greenhouse gas (GHG) emissions that carried adverse effects on the global economy; with the health-related costs of plastic production exceeding \$250 billion in 2015

¹ <https://annalsofglobalhealth.org/articles/10.5334/aogh.4056/>

² <https://annalsofglobalhealth.org/articles/10.5334/aogh.4056/>

and greenhouse gas (GHG) emissions equivalents from plastic production amounting to 1.96 gigatons of carbon dioxide (CO₂e) yearly³.

Included in the research, the article sets out recommendations urging a global plastics treaty (meeting the mandate set in March 2022 at the United Nations Environment Assembly) to set “a global cap” on plastic production and severely restrict the “use of unnecessary, avoidable, and problematic plastic items, especially single-use items”⁴.

“The study sheds light on the growing problem of plastic production and its detrimental effects on the planet and we believe that is a collective responsibility to address this issue. Blender Bites takes pride in maintaining sustainable practices in every aspect of the business, making sure our all our products produced without the use of any unnecessary inner plastic packaging. We hope the global and region authorities, business and individuals all adhere to environmentally friendly practices that would greatly benefit societies,” stated company Founder and CEO, Chelsie Hodge.

In addition to the above the Company announces that it has engaged BullVestor Medien GmbH (“BullVestor”), and its general manager, Helmut Pollinger, both arm’s length parties to the Company, to provide digital marketing services to the Company commencing on April 14, 2023, and until exhaustion of the budget. The services will include the creation of content, strategic planning, digital advertisement placement, and overseeing progress and results of digital campaigns (collectively, the “**Services**”). In consideration for providing the Services, the Company has budgeted a total of EUR340,500 and advanced the payment in full.

Consideration offered to BullVestor does not include any securities of the Company. Aside from this engagement, the Company does not have any relationship with BullVestor and Mr. Pollinger.

BullVestor’s business address is located at Gutenhofen 4, 4300 St. Valentin, Austria, email is kontakt@bullvestor.at, telephone number is +43 (0) 74354407 and website is www.bullvestor.com.

ABOUT BLENDER BITES

Blender Bites is an award-winning 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, Loblaws, Safeway, Save on Foods, Real Canadian Superstore, Whole Foods Market, Buy-Low/Nesters, IGA, Thrifty and Fresh Street.

On behalf of the Board of Directors,

Blender Bites Limited

³ <https://annalsofglobalhealth.org/articles/10.5334/aogh.4056/>

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