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CSE: BITE | FWB: JL4

NEWS RELEASE

Blender Bites Applauds Study Linking Plant-Based Foods to Reducing Risk of Type 2 Diabetes

May 11, 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 a recent publication in the *Scientific Reports* journal supporting plant-based diets’ potential in reducing the risk of type 2 diabetes.

The result of the study reveals that substituting processed and red meat with plant-based foods like fruits, vegetables, cereals, and legumes can considerably diminish the likelihood of developing type 2 diabetes. The research’s dietary assessment analyzed data from five cohorts consisting of 41,662 individuals aged 25 years and above, all of whom were from Finland. The findings concluded that easily achievable shifts toward plant-based diets could lower the risk of type 2 diabetes, particularly among males.

Incorporating fruits, cereals, or a combination of plant-based foods as partial substitutes for red meat or processed meat has shown a modest reduction in the risk of type 2 diabetes, especially among men. However, the replacement of meat intake with vegetables and/or legumes did not yield similar results. The study’s authors suggest that the beneficial impact of fruits on type 2 diabetes risk may be attributed to their abundance of polyphenols and fiber, as well as the positive influence on maintaining a healthy body weight. Furthermore, a higher consumption of whole grains has been associated with lower fasting insulin levels and improved insulin sensitivity.

The study calls attention to the urgent public health concern surrounding diabetes which impacted around 463 million adults in 2019 and is projected to affect 700 million adults by 2045. The researchers of the study hope that their outcomes and recommendations will motivate individuals to modify their dietary habits and “eventually result in more permanent and effective dietary changes in real-life settings”¹.

Blender Bites praises the recent study’s findings since the Company’s pre-portioned “easy smoothie” products include the plant-based foods (fruits, vegetables, cereals, and legumes) mentioned in the research as substitutes that can help reduce type 2 diabetes. Blender Bites 1-step smoothie innovations are packed with a variety of delicious organic fruits, organic greens and a blend of essential plant-based vitamins and minerals derived from whole fruits and vegetables.

¹ [Scientific Reports Journal](#)

The Company announces that it has granted restricted share units (“**RSUs**”) to Mr. Steve Pear, Chief Operating Officer, representing the right to receive up to an aggregate of 160,000 common shares of the Company, pursuant to the Company’s equity incentive plan (the “**Plan**”). The RSUs will vest and convert into common shares of the Company in three equal tranches with (i) 53,334 RSUs vesting after four (4) months and one (1) day; (ii) a further 53,333 RSUs vesting after twelve (12) months; (iii) and the balance vesting after twenty-four (24) months.

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

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