



Suite 800 – 1199 West Hastings Street
Vancouver, BC V6E 3T5
Blenderbites.com
investors@blenderbites.com
1-888997-2055

CSE: BITE | FWB: JL4

NEWS RELEASE

Blender Bites Newly Launched 1-Step Frappe Products Hit Shelves at Midwest US Grocery Chain

June 06, 2023 – Vancouver, British Columbia – Blender Bites Ltd. (the “**Company**”, “**Blender Bites**” or “**Blender**”), (CSE: **BITE**, FWB: **JL4**, WKN: **A3DMEJ**), a two-time 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 proud to announce that its full line of 1-Step Frappé innovations has hit shelves at a large Midwest US grocer (the “**Retailer**”) with retail locations across the Midwest, United States, and is reaching a new audience of health-conscious consumers.

The Retailer, founded in 1939, is a family-owned grocery chain with over 100 stores in Missouri, Illinois, Indiana, Wisconsin, and Iowa. The Retailer is known for its commitment to quality and customer service and is a trusted source of fresh and healthy products for families throughout the Midwest, US.

Establishing partnerships with mid-size grocers like the Retailer is a crucial step for Blender Bites as it cultivates its brand identity and strives to capture market share in the US, its newest retail and distribution market. While large retailers play a significant role in achieving widespread exposure, collaborating with mid-size retailers like the Retailer offers a unique advantage—the opportunity to provide a more personalized and community-oriented shopping experience that is often absent in larger stores.

The Retailer has traditionally been a leader when it comes to the listing of innovative items and they are an important piece of the Blender Bites launch strategy, as many other larger retailers look to them when making a purchasing decision.

Blender Bites’ 1-Step Frappé is a convenient and health-conscious option designed to delight taste buds and support overall well-being. This refreshing beverage is available in three enticing flavors: Mindful Mocha™, infused with Lion's Mane Mushroom and Vitamin D for focus and memory support; Caramel Collagen™, enriched with Bovine Collagen and Biotin for skin and joint health; and Vanilla Bean-Bio™, featuring 3 billion CFU probiotics and chia for optimal gut function. Each serving is thoughtfully formulated with essential vitamins and minerals, providing a nourishing morning boost with just 90mg of caffeine. What truly sets the 1-Step Frappé apart is its commitment to a healthier indulgence, boasting only half the sugar, calories, and carbohydrates compared to leading blended iced coffee drinks. As with all Blender Bites products, the 1-Step Frappé is Non-GMO, gluten-free, dairy-free, and soy-free, ensuring that individuals with dietary restrictions can savor these delightful offerings without compromise.

According to a recent report by Grand View Research, the global smoothie market was valued at USD 6.8 billion in 2021 and is expected to expand at a CAGR (compound annual growth rate) of 9.3% from 2022-2028, with North America being the largest market¹. Frappés are also experiencing a surge in popularity, as consumers look for indulgent yet functional beverages that offer nutritional benefits, and Blender Bites' first to market 1-Step Frappé product line has the potential to meet such demand.

Blender Bites CEO and Founder Chelsie Hodge commented on the new listing, *"We are thrilled to partner with such a respected and community-focused retailer, to bring our innovative new frappés to their customers. As we continue to expand our distribution in the US grocery retail market, it's essential for us to have a diversified customer base with both large, mid and independent retailers to build our brand identity."*

Chelsie, further commented that, *"The Company's listing with the Retailer is also a strategic win for Blender bites, as the grocer, has a strong reputation as a progressive retailer that leads new product innovation launches, that many other US retailers look to when looking to add new items to their shelves. The response to our new 1-Step Frappé items has been overwhelmingly positive and it has translated in immediate new listings of the products. There hasn't been a more exciting time for the Company, and we are starting to see the results of our hard work of the past year."*

With the growing demand for healthy, functional beverages, Blender Bites is looking towards significant growth in the US smoothie grocery retail market. To become a household name and the smoothie and frappé of choice across the US and Canada is an effort Blender Bites is keen to achieve, and by continually adding new grocery retail listings, of all sizes and geographic locations, brand recognition and identity for the Company is expected to grow.

Blender Bites is committed to creating delicious and nutritious products that help consumers live their best lives, and the Company is excited to bring its mission to the Retailer's customers across the Midwest.

ABOUT BLENDER BITES

Blender Bites is a multi award-winning Canadian company involved in the development and marketing of a line of functional frozen food products. Blender Bites launched in 2017 and was first to market with a pre-portioned 1-Step smoothie product that includes functional ingredients, a blend of whole food vitamins and minerals and various organic greens. They are free of any unnecessary inner plastic packaging, organic, plant-based, non-GMO, gluten free, dairy free and soy free. Its latest innovation, 1-Step Frappé with half the sugar of the leading frappé and functional ingredients such as adaptogenic mushrooms and probiotics, are set to launch Spring of 2023 and are a category disruptor in both Canada and the USA. Blender Bites products are currently distributed throughout North America in both retail and club store channels and have quickly become a leader in the "easy smoothie" frozen category.

¹ [Grand View Research Report.](#)



On behalf of the Board of Directors,

Blender Bites Limited

Chelsie Hodge, Chief Executive Officer

Email – chelsie@blenderbites.com

Telephone – 236-521-0626

For further information, contact Blender IR Team at:

Email – investors@blenderbites.com

Telephone – 1-888-997-2055

Media Contact – teambenderbites@jonesworks.com

CAUTIONARY DISCLAIMER STATEMENT

This news release includes certain “forward-looking statements” under applicable Canadian securities legislation. Forward-looking statements are necessarily based upon several 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.

