



Suite 800 – 1199 West Hastings Street  
Vancouver, BC V6E 3T5  
Blenderbites.com  
[investors@blenderbites.com](mailto:investors@blenderbites.com)  
1-888-997-2055

CSE: BITE | FWB: JL4

# NEWS RELEASE

## Blender Bites Welcomes Seasoned Quality and Assurance Expert to Further Drive Expansion in the Food and Beverage Industry

July 25, 2023 – Vancouver, British Columbia – Blender Bites Limited. (the “**Company**”, “**Blender Bites**” or “**Blender**”), (CSE: **BITE**, FWB: **JL4**, WKN: **A3DMEJ**), a multi award-winning Canadian company involved in the development and marketing of a line of premium, frozen functional food and beverages, is excited to announce a pivotal move in reinforcing its unwavering commitment to top-notch quality amidst a surge in purchasing orders from major retailers, including Walmart and other prominent grocery chains across the United States and Canada.

Recognizing the paramount importance of maintaining the highest standards in product excellence, Blender Bites has strategically appointed Tracey Slade, a seasoned veteran with 29 years of expertise as a Quality Assurance (QA) and Regulatory Affairs (RA) specialist in the food and beverage industry. The Company firmly believes that top-quality experts play a fundamental role in securing consumer trust, fostering brand loyalty, and driving sustainable growth.

Blender Bites’ management team already consists of accomplished professionals who have spearheaded the Company’s success and recognition as a multi award-winning enterprise. However, with the escalating demand for Blender Bites products and the Company’s rapid expansion across North America, the addition of Tracey Slade to the team brings an unmatched level of knowledge and experience to further elevate Blender Bites’ status in the industry.

Having held pivotal positions in reputable companies such as Sunrise Juices Ltd, Compass Food Sales, and Summer Fresh Salads, Ms. Slade boasts a stellar track record in managing quality programs and ensuring compliance with stringent industry standards. Her comprehensive training in Internal Auditing, Food Safety Preventive Controls Alliance (FSPCA), Preventive Controls for Human Food (PCQH), Good Manufacturing Practices (GMP), Hazard Analysis and Critical Control Points (HACCP), and other certifications make her a true authority in the realm of food safety and regulatory practices.

Blender Bites believes that Tracey’s appointment as an integral member of the management team will contribute significantly to the Company’s ongoing commitment to delivering the highest quality products to its valued customers. Her proficiency in implementing robust quality assurance and regulatory programs will further fortify Blender Bites’ reputation as a brand that consistently surpasses expectations.

Additionally, Ms. Slade’s educational background, including a Bachelor of Science from McMaster University and a Chemical Engineering Technology Diploma from Mohawk College, underscores

her expertise and commitment to excellence. Her exceptional planning, leadership, and interpersonal skills will further enhance the already strong team at Blender Bites, ensuring that the Company remains at the forefront of innovation and customer satisfaction.

Chelsie Hodge, the visionary CEO and Founder of Blender Bites, commented, *“We believe that having someone of Tracey’s caliber and expertise onboard is instrumental in our mission to continue revolutionizing the way people experience nutritious and delicious food options. Her contributions will undoubtedly amplify our efforts to uphold the highest quality standards, navigate exciting growth opportunities, and make a lasting impact in the industry.”*

Blender Bites remains dedicated to providing customers with premium frozen functional food and beverages that not only tantalize taste buds but also nourish the body and soul. With the appointment of Tracey Slade, the company affirms its commitment to excellence and looks forward to continuing its journey of success, innovation, and unparalleled quality.

The Company also wishes to announce that it has engaged Stride Report Inc. (“**Stride**”), an arm’s length party to the Company, to provide marketing and investor awareness services. For the engagement with Stride, the Company has budgeted a total of CDN\$100,000, plus applicable taxes, for the next twelve (12) months and advanced the payment in full. The services will include but are not limited to investor relations, creation of content, strategic planning, digital advertisement placement, and overseeing progress and results of digital campaigns. Consideration offered to Stride does not include any securities of the Company. Aside from this engagement, the Company does not have any relationship with Stride and Mr. Raafat Nasser, CEO of Stride. Stride’s business address is located 1120 – 625 Howe Street, Vancouver, BC V6C 1T2, email is [raafat@stride.report](mailto:raafat@stride.report), telephone number is 604-710-7318 and website is <https://stride.report/>.

## **ABOUT BLENDER BITES**

Blender Bites is a multi award-winning Canadian company involved in the development and marketing of a line of premium, frozen functional food and beverages. Blender Bites products are made with organic ingredients, non-GMO, gluten free, dairy free and soy free. Blender Bites was founded in 2016 and first launched to market in Western Canada in 2017 with a pre-portioned 1-Step Smoothie product that is free of any unnecessary inner plastic packaging. Blender Bites products are now distributed internationally across Canada and the US, and are currently sold in over 1000 stores, including Walmart, Sobeys, Loblaws, Safeway, Save on Foods, Real Canadian Superstore, Whole Foods Market, Buy-Low/Nesters, IGA, and Thrifty’s.

On behalf of the Board of Directors,

### **Blender Bites Limited**

Chelsie Hodge, Chief Executive Officer

Email – [chelsie@blenderbites.com](mailto:chelsie@blenderbites.com)

Telephone – 236-521-0626

### **For further information, contact Blender IR Team at:**

Email – [investors@blenderbites.com](mailto:investors@blenderbites.com)

Telephone – 1-888-997-2055



Media Contact – [teambレンダーbites@jonesworks.com](mailto:teambレンダーbites@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.*

