



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 New Superberry Sport™ 1-Step Smoothie Launches at 151 Locations at Large Wholesale Club Chain in the USA**

June 3, 2024 – 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, organic and plant-based pre-portioned frozen functional foods, is excited to announce that its Superberry Sport™ powered by Orgain and Liquid Sunshine™ 1-Step Smoothies are now on shelves in 151 locations in one of the leading operators of membership warehouse clubs (the “**Wholesale Club Chain**” or “**Chain**”) in the United States. This expansion into the Wholesale Club Chain spans 16 states, marking significant progress in Blender Bites’ growth and accessibility in the United States.

In addition, Blender Bites' new flavor Superberry Sport™ garnered significant attention on July 2, appearing in several prominent publications such as [People Magazine](#) and the [Daily Mail](#), following an exclusive interview with Emmy Award-winning performer and Blender Bites brand ambassador Julianne Hough by People Magazine.

The launch of Blender Bites products at the Chain enhances the Company's engagement with the growing US smoothie market, which is projected to expand from \$4.04 billion in 2023 to around \$9.86 billion by 2033<sup>1</sup>. By introducing Superberry Sport™ and Liquid Sunshine™ in hundreds of the Chain’s locations across the US, Blender Bites is expected to extend its reach to a broader consumer base. This move aligns with the increasing demand for convenient, nutritious beverage options and strengthens Blender Bites’ market presence.

*“I am thrilled to see our 1-Step Smoothies now available in one of the largest operators of membership warehouse clubs in the United States. Being able to offer our products in a bigger format for families at a discounted price is a win-win for us and those that love our products. We understand the struggles that many households are facing in today’s economy and offering our healthy, nutritious, and organic smoothies at an affordable price point is important to us. The Chain is a well-respected club retailer who like many others is aiming to offer more functional, healthy products to their shoppers. Additionally, our collaboration with Orgain on Superberry Sport™ is setting us up for success, as Orgain is a household name in the US market, and a brand looked at as offering the highest standards in clean nutrition. We think our Superberry*

---

<sup>1</sup> <https://www.precedenceresearch.com/smoothies-market#:~:text=The%20U.S.%20smoothies%20market%20size,9.40%25%20from%202024%20to%202033.>



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

*Sport™ smoothie, together with our best-selling flavour Liquid Sunshine™ are going to be a hit with the Chain's customers,"* said Chelsie Hodge, Founder and CEO of Blender Bites.

The Superberry Sport™ and Liquid Sunshine™ 1-Step Smoothies from Blender Bites are designed to cater to both health and taste. The Superberry Sport™ Smoothie is a USDA certified organic blend that supports optimal muscle recovery with ingredients like 6 grams of plant-based protein, tart cherry, Maqui Berry, and Turmeric, all known for their health benefits such as reducing inflammation and alleviating soreness. It also includes B-Vitamins and 14 essential vitamins and minerals for robust immune support. On the other hand, the Liquid Sunshine Smoothie offers a delightful mix of peach, raspberry, and banana flavors that are not only pleasing to the palate but also boost your mood. This blend is an excellent source of Vitamin D and packed with Vitamins A, C, and E, plus over 12 essential plant-based vitamins and minerals, making it a powerhouse for supporting immune health.

## **ABOUT BLENDER BITES**

Blender Bites is a multi- award-winning Canadian company involved in the development and marketing of a line of premium frozen beverage products with a focus on functionality. Blender Bites was founded in 2017 and quickly became a leader in the “easy smoothie” category in North America. With a focus on better-for-you ingredients and convenience, the Company is proud to be pre-portioned without the use of any inner plastic packaging. Blender Bites products are certified organic, non-GMO, gluten free, dairy free and soy free and contain functional ingredients such as whole food vitamins, collagen, and probiotics. Blender Bites 1-Step Smoothies and 1-Step Frappes are distributed in 5000 stores across North America in leading retailers such as Walmart, Albertsons, Safeway, HEB, Loblaws and Sobeys.

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 – [teambenderbites@jonesworks.com](mailto:teambenderbites@jonesworks.com)

## **CAUTIONARY DISCLAIMER STATEMENT**



CSE: BITE | FWB: JL4



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

*This news release includes certain “forward-looking statements” under applicable Canadian securities legislation, including with respect to the impact that the availability of the Company’s products at the Chain will have on the Company’s engagement with the growing U.S. smoothie market and the visibility and reach of the Blender Bites brand and its products, projections about the growth of the U.S. smoothie market into 2033, and predictions about customer satisfaction with the Company’s product offerings at the Chain. 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, fluctuations in capital markets, foreign exchange rates, availability and pricing of raw materials, energy and supplies; the ability to implement price increases successfully; stability in the competitive environment; no future product recalls; the ability of the Company to access cost effective capital when needed; and no unexpected or unforeseen events occurring that would materially alter the Company’s current plans. All of these assumptions have been derived from information currently available to the Company including information obtained by the Company from third-party sources. 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.*



CSE: BITE | FWB: JL4