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CSE: BITE | FWB: JL4

NEWS RELEASE

Blender Bites Signs with Leading Sales Agency, Acosta to Boost Sales and Market Presence in the USA

October 23, 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 it is working with sales, marketing and commercial solutions provider Acosta Inc. (“**Acosta**” or “**Sales Broker**”), to facilitate the listing of the Company’s 1-Step Smoothies and Frappes in retail distribution across the United States (the “**US**”).

Acosta, powered by **IGNITE** Sales Services, generates demand and sales growth for emerging brands across diverse categories and is considered one of the most trusted sales agencies in North America. This collaboration offers a significant opportunity for Blender Bites’ expansion in the US due to the Sales Broker’s vast expertise and extensive network in the sales and marketing and consumer packaged goods (CPG) industries. Renowned as a ‘premier growth engine for brands’¹, the Sales Broker boasts an impressive client roster and excels in providing data-driven strategies and analytics to optimize marketing campaigns, along with broad access to diverse sales channels across the retail and foodservice sectors.

The Company and Acosta will collaborate to create strategically aligned business plans aimed at increasing brand and product awareness across the United States. By implementing effective marketing campaigns, Blender Bites seeks to differentiate itself from competitors and highlight its 1-Step product line. Management anticipates that the Sales Broker’s involvement will significantly contribute to long-term retail growth in the US by helping the Company capture a share of the growing US smoothie market, which is projected to grow at a CAGR of 9.40% from 2024 to 2033 to reach \$9.86 billion².

“Working with such a reputable and influential broker that has been in the business for more than 50 years marks a pivotal moment for Blender Bites. We believe that their unparalleled expertise and extensive network will enhance our market penetration and elevate our brand presence. This collaboration aligns with our mission to make nutritious, convenient food options more accessible to consumers across the United States,” said Chelsie Hodge, Founder and CEO of Blender Bites.

¹ <https://www.acosta.group/acosta-group-completes-acquisition-of-crossmark-and-product-connections/>

² <https://www.precedenceresearch.com/smoothies-market#:~:text=Smoothies%20Market%20in%20the%20U.S.,9.40%25%20from%202024%20to%202033.>



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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 across Canada and the US, and are currently sold in over 7000 stores, including Walmart, Albertsons, HEB, Whole Foods and Publix.

On behalf of the Board of Directors,

Blender Bites Limited

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CAUTIONARY DISCLAIMER STATEMENT

This news release includes certain “forward-looking statements” under applicable Canadian securities legislation, including with respect to the ability of the Sales Broker to increase the Company’s brand and product awareness, presence and penetration across the US, implement effective marketing campaigns, differentiate Blender Bites from competitors, contribute to the long-term retail growth in the US by helping the Company capture a substantial share of the US smoothie market, and projections related to the growth of the US smoothie market. 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;



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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.



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