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CSE: BITE | FWB: JL4

## NEWS RELEASE

### Blender Bites' 1-Step Smoothies and Frappes Now Available at Select Metro Quebec Stores

October 25, 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, announces that its 1-Step Smoothies and Frappes are now on shelves at 17 Metro Quebec stores (“**Metro**”), one of Canada’s largest and most respected grocery and food retailers in Ontario and Quebec<sup>1,2</sup>. This product offering at Metro signifies significant growth in the distribution of Blender Bites’ 1-Step Smoothies and Frappes in Quebec, a vital market in Canada’s grocery landscape.

The products now available at select Metro stores include 1-Step Smoothies: Liquid Sunshine™, Power Berry™, and Daily Defen-C™, and 1-Step Frappes: Mindful Mocha™, Caramel Collagen™ and Vanilla Bean-Bio™. This diverse range caters to the growing demand for high-quality, plant-based functional foods that offer both convenience and enhanced nutrition. Rising demand for nutrition-rich beverages, driven by increasing health consciousness among millennials and youth, is stimulating the market for various types of smoothies. The Canadian smoothie market is projected to grow by 5.5% CAGR from 2023 to 2033, reflecting a robust trend towards healthier dietary choices.<sup>3</sup>

Furthermore, METRO Inc.’s extensive network in Quebec consists of 367 food stores, encompassing its various banner stores, including the Metro banner. With annual sales exceeding \$20 billion, based on its entire network of 987 food stores and 641 drugstores in Québec and Ontario, METRO Inc. is a leading food and pharmacy retailer.<sup>4</sup> Blender Bites is actively working on plans for further listings across METRO Inc.’s Quebec banner stores.

*“The Company’s main focus the past year has been on our USA growth, however we recognize the importance of continuing to grow in our home country and couldn’t be happier to see products on shelves of yet another major Canadian retailer. Metro has a tremendous following with loyal customers who specifically seek out better-for-you food products. We’re thrilled to see growth in Quebec, which traditionally has been a province with limited distribution, and we think Metro is a great partner for this,”* stated Chelsie Hodge, Founder and CEO of the Company.

<sup>1</sup> <https://corpo.metro.ca/en/media/about-metro.html>

<sup>2</sup> <https://www.grocerybusiness.ca/canadas-2023-most-respected-grocery-food-retailer-organizations-are/>

<sup>3</sup> <https://www.factmr.com/report/smoothies-market>

<sup>4</sup> <https://corpo.metro.ca/en/home.html>



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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 growth projections for the smoothie market in Canada, and reasons related thereto, as well as growth prospects for the Company’s products in Canada. 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*



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*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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