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CSE: BITE | FWB: JL4

NEWS RELEASE

Blender Bites' 1-Step Smoothies Now at LUMA Hotel

November 1, 2024 – Vancouver, British Columbia – Blender Bites Limited (the “**Company**”, “**Blender Bites**” or “**Blender**”), (CSE: **BITE**, FWB: **JL4**, WKN: **A3DMEJ**), announces the launch of its popular 1-Step Smoothies at the award-winning LUMA Hotel in San Francisco. Guests at the hotel’s TWYNE Cafe have the opportunity to enjoy four of Blender Bites’ signature smoothie flavors: Green D-Tox™, Power Berry™, Liquid Sunshine™ and Tropical Glow™.

Located in San Francisco’s vibrant Mission Bay neighbourhood, LUMA Hotel has been recognized by Tripadvisor as a 2023 Travelers’ Choice Best of the Best award winner for New Hotel, ranking first.¹² This accolade places LUMA Hotel among the top 1% of listings on Tripadvisor, based on reviews and opinions from travellers and diners worldwide over the past year, distinguishing it as a favourite destination in 2023³. LUMA Hotel offers 7,000 square feet of versatile meeting and event space, a luxurious penthouse suite, a state-of-the-art fitness center, the TWYNE Café which will soon offer Blender Bites’ 1-Step Smoothies, and a 17th-floor rooftop with breathtaking views of the city skyline and bay.

This collaboration introduces Blender Bites to a broader audience, enhancing the hotel’s commitment to providing premium and convenient health options to its guests.

“We are excited to further expand our presence in the U.S. foodservice industry through our collaboration with LUMA Hotel. Our 1-Step Smoothies are the perfect solution for chefs and food & beverage managers looking to reduce labour costs, ingredient costs, wastage and human error in their kitchens,” stated Chelsie Hodge, Blender Bites Founder and CEO.

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-

¹ <https://www.lumahotels.com/san-francisco>

² <https://www.hospitalitynet.org/news/4116539.html>

³ <https://www.lumahotels.com/sites/default/files/2023-06/LUMA-SF-media-release-230523.pdf>



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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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