

Eat Well Group Announces Expanded Distribution of Amara Organic Foods to Walmart.com and Walmart Canada

Amara's organic plant-based baby food is now available on Walmart's expansive eCommerce platform and nationwide across Walmart Canada

Vancouver, BC – January 18, 2021: Eat Well Investment Group Inc. (the “**Company**” or “**Eat Well Group**” or “**EWG**”) (**CN:EWG**) (**US:EWGFF**) (**FRA:6BC0**) is pleased to announce that its majority-owned portfolio company, Amara Organic Foods (“Amara”), one of the fastest-growing baby food brands in America, is now available nationwide across Walmart Canada and on Walmart’s expansive eCommerce platform, Walmart.com.

Walmart Canada was established in 1994 and is one of Canada’s largest employers, with over 400 locations¹ from coast to coast. According to a recent [industry report](#), Walmart’s eCommerce business is approximately US\$75 billion for 2021, growing approximately five times faster than Amazon in eCommerce².

“Science shows what you eat when you’re young has a direct impact on how you feel, think and perform later in life. At Amara, we believe it is important to provide nutrient-dense meals and snacks at an accessible price for every family. We’re thrilled to partner with Walmart in stores and online to continue to deliver highest quality products for everyone”, says Jessica Sturzenegger, founder and CEO of Amara.

National distribution to Walmart locations across Canada adds to Amara’s strong retail footprint with distribution to many of North America’s leading big-box retailers, including: Whole Foods, Sprouts Farmer’s Market, Loblaws and more. Amara is focused on developing a blend of natural and traditional-big box retailers in order to become a household brand for every family. With strong demand in both natural and conventional channels, Amara continues to accelerate its omnichannel sales distribution strategy and strengthen its ecommerce platform.

“We are very pleased to see the accelerated distribution of our leading consumer brand portfolio company, Amara, to one of the largest online marketplaces for consumers in the world, in addition to Walmart brick and mortar locations across Canada,” stated Marc Aneed, Director and CEO of Eat Well Group. Eat Well Group continues to drive tangible growth through its investments in sector-leading plant-based foods companies” continued Aneed.

Eat Well Group’s management believes Amara’s growth can be attributed to the global trend of consumers seeking nutritious plant-based foods to add into their everyday lifestyles, and Amara’s toddler snacks and baby foods being 100% organic with excellent taste. The infant nutrition market is estimated to reach over \$109 billion globally by 2027³, and Amara is poised to be a leader in the plant-based segment.

For 15% off and free shipping on Amara products valid until January 31, 2022, visit www.amaraorganicfoods.com and enter the code: TASTETHEDIFFERENCE15
To learn more, join Eat Well Group’s [mailing list](#) for important updates.

¹ <https://www.statista.com/statistics/539497/number-of-stores-walmart-canada/>

² <https://www.forbes.com/sites/richardkestenbaum/2021/10/20/walmart-is-gaining-on-amazon-in-e-commerce/?sh=748d3559653c>

³ <https://www.globenewswire.com/en/news-release/2021/05/26/2236117/0/en/Global-infant-nutrition-market-size-to-register-10-6-CAGR-by-2027.html>

ABOUT EAT WELL GROUP

Eat Well Group is a publicly-traded investment Company primarily focused on high-growth companies in the agribusiness, food tech, plant-based and ESG (environmental, social and governance) sectors. Eat Well Group's management team has an extensive record of sourcing, financing and building successful companies across a broad range of industries and maintains a current investment mandate on the health/wellness industry. The team has financed and invested in early-stage venture companies for greater than 25 years, resulting in unparalleled access to deal flow and the ability to construct a portfolio of opportunistic investments intended to generate superior risk-adjusted returns.

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Disclaimer for Forward Looking Statements

This news release contains "forward-looking information" and "forward-looking statements" within the meaning of applicable Canadian and United States securities laws (collectively, "forward-looking information"). Forward-looking information are often, but not always, identified by the use of words such as "seek," "anticipate," "believe," "plan," "estimate," "expect," "likely" and "intend" and statements that an event or result "may," "will," "should," "could" or "might" occur or be achieved and other similar expressions. Forward-looking information in this news release includes growth in the infant nutrition market and future anticipated business developments for the companies in which Eat Well Group invests. Forward-looking information is based on assumptions that may prove to be incorrect, including but not limited to a continued increase in demand within the infant nutrition market and the ability of Amara to meet that increased demand and otherwise execute its business plan. The Company considers these assumptions to be reasonable in the circumstances. However, forward-looking information is subject to business and economic risks and uncertainties and other factors that could cause actual results of operations to differ materially from those expressed or implied in the forward-looking information. Such risks include, without limitation: the failure to negotiate and execute additional investments in target industries, the ability of the Company to complete investments in a timely manner or at all; the receipt of requisite approvals to complete the additional investments; the ability of the Company to realize the expected benefits and synergies of investments; unexpected disruptions to the operations and businesses of the Company and investee entities as a result of the COVID-19 global pandemic or other disease outbreaks including a resurgence in the cases of COVID-19; the ability of the Company to comply with applicable government regulations in a regulated industry; any change in accounting practices or treatment affecting the consolidation of financial results adverse market conditions; the inherent uncertainty of production and cost estimates and the potential for unexpected costs and expenses; costs of inputs; crop failures; litigation; currency fluctuations; competition; availability of capital and financing on acceptable terms; industry consolidation; loss of key management and/or employees; and other risks detailed herein and from time to time in the filings made by the Company with securities regulators. For more information on the Company and the risks and challenges of their businesses, investors should review their annual filings that are available at www.sedar.com.

The Canadian Securities Exchange has neither approved nor disapproved the information contained herein and does not accept responsibility for the adequacy or accuracy of this news release.