

## **Eat Well Group Announces New Distribution of Amara Organic Foods to Sobeys and IGA Stores Across Canada**

*Amara's organic plant-based baby food is now available in select Sobeys and IGA locations across Canada, adding to an already robust eCommerce and brick and mortar distribution network*

**Vancouver, BC – March 24, 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 in select Sobeys Inc. (“Sobeys”) and IGA stores in Canada.

Sobeys has more than 111 years of experience in the food retail business. As one of only two national grocery retailers in Canada, Sobeys serves the food shopping needs of Canadians with approximately 1,500 stores in all 10 provinces under retail banners that include Sobeys, Safeway, IGA, Foodland, FreshCo, Thrifty Foods and Lawtons Drugs, as well as more than 350 retail fuel locations.

“Amara adds premier distribution points in both Sobeys and IGA stores, some of North America’s most well-known and established grocery retailers,” stated Marc Aneed, Director and CEO of Eat Well Group. “The demand for plant-based infant nutrition continues to be strong as we accelerate growth across Eat Well Group’s CPG sector. We congratulate the Amara team for ongoing success,” continued Aneed.

Distribution to both Sobeys and IGA locations across Canada adds to Amara’s strong retail footprint with distribution to many of North America’s leading big-box retailers, including; Walmart Canada, Whole Foods, Sprouts Farmer’s Market, HEB, Loblaws and more. Amara is focused on accelerating its omnichannel sales distribution strategy and continued growth across natural health food stores and traditional big-box retailers, in addition to ecommerce.

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 delicious toddler snacks and baby foods being 100% organic with excellent taste. The infant nutrition market is estimated to reach over \$109 billion globally by 2027<sup>1</sup>, and Amara is poised to be a leader in the plant-based segment.

For 15% off and free shipping on Amara products valid until April 30, 2022 visit [www.amaraorganicfoods.com](http://www.amaraorganicfoods.com) and enter the code: TASTETHEDIFFERENCE15

To learn more, join Eat Well Group’s [mailing list](#) for important updates.

### **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,

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<sup>1</sup><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>

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.

### **Contact Information**

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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 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 the Company or its portfolio companies to execute their business plans. 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](http://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.***