

Vegaste Technologies Corp. announces partnership with Vita Health Fresh Market to provide access to plant-based vitamins, supplements and groceries across Canada

VANCOUVER, BC, Aug. 17, 2020 /CNW/ - Vegaste Technologies Corp. (the "Company" or "Vegaste") (CSE: VEGA), is pleased to announce that the Company has entered into an agreement with Winnipeg, Manitoba-based Vita Health Fresh Market ("Vita Health") to distribute Vita Health's selection of plant-based vitamins, supplements and groceries through the Company's PlantX e-commerce platform.



PlantXVitaHealth Partnership (CNW Group/Vegaste Technologies Corp.)

The partnership allows PlantX, the digital face of the plant-based community, to expand its category verticals to offer plant-based vitamins and supplements in addition to meals. Due to Vita Health's centralized positioning, and contracts with many great plant-based brands, the partnership grants PlantX access to Vita Health's centralized warehouse and database of over 10,000 items, thereby allowing the Company to offer their products to its client base throughout Canada.

Vita Health is one of Canada's first health food stores, founded by G.W. Seier in 1936 as a small mail order company. The family-owned business has continued for three generations, continuing with current president, Mathew Holtmann. Vita Health currently has six Vita Health Fresh Market locations in Manitoba, with a seventh location opening this Fall. The stores offer full service organic groceries, supplements, herbs, natural beauty and green household products.

With an aligned vision of sustainability and high-quality products in both potency and purity, Vita Health and Vegaste will together offer expanded health and wellness options across the country. The partnership reflects a bond in energy efficiency, plastic reduction, food waste diversion, and a strong recycling program that goes hand-in-hand with the plant-based diet.



Here are some of the brands that VitaHealth carries (CNW Group/Vegaste Technologies Corp.)

"Our partnership with Vita Health opens a lot of doors for the plant-based community across Canada," said Julia Frank, Vegaste CEO. "By providing vitamins and supplements, we continue to show our growth as the one-stop-shop for everything plant-based."

"We are excited to be partnering with Vegaste, an emerging company in the plant-based sector. Our shared vision and values will help our organization further our mission of empowering people to lead healthy lives," said Mathew Holtmann, Vita Health Fresh Market President and Owner.

Since its inception in October, 2019, the Company's PlantX platform has quickly emerged as an industry leader. As the fledgling plant-based sector continues its explosive growth, the Company will be at the forefront by continually evolving and delivering new ways to expand PlantX. With its forward-looking, cutting edge approach, the Company will continue to secure significant partnerships across North America while exploring innovative ways to expand both its e-commerce capabilities and digital resources to help educate, inspire, and uplift consumers.

The Company website is <http://investor.plantx.com/>.

About Vegaste

As the digital face of the plant-based community, Vegaste's PlantX platform is the one-stop-shop for everything plant-based. With its fast growing category verticals, the Company will offer customers across North America more than 3,000 plant-based products by the end of August. In addition to offering meal and indoor plant deliveries, Vegaste currently has plans underway to expand its product lines to include cosmetics, vitamins, clothing, and its own water brand — but the business is not limited to an e-commerce platform. Vegaste uses its digital platform to build a community of like-minded consumers and most importantly, provide education. Its successful enterprise is being built and fortified on partnerships with top nutritionists, chefs, and brands. Vegaste eliminates the barriers to entry for anyone interested in living a plant-based lifestyle, and thriving in a longer, healthier, and happier life.

The Company's lynchpin www.PlantX.com is the digital face of everything plant-based and fueled by the power of education and accessibility. For those who don't have the time to cook their own healthy plant-based meals, Vegaste offers a wide array of pre-made meals curated by Executive Chefs and nutritionists. For those looking to learn how to cook their own plant-based meals, Vegaste offers regularly updated weekly recipes. Unlike other plant-based e-commerce companies, Vegaste has a large selection of indoor plants for sale, providing not only visual appeal for your home, but unique health benefits. The site educates consumers on the benefits of a plant-based diet with a specialized blog, connects like-minded individuals with its forum, and provides resources for the best plant-based restaurants, pop-up retailers and products across Canada and the USA.

Forward-Looking Information


This press release contains "forward-looking information" within the meaning of applicable securities laws. All statements contained herein that are not clearly historical in nature may constitute forward-looking information. In some cases, forward-looking information can be identified by words or phrases such as "may", "will", "expect", "likely", "should", "would", "plan", "anticipate", "intend", "potential", "proposed", "estimate", "believe" or the negative of these terms, or other similar words, expressions and grammatical variations thereof, or statements that certain events or conditions "may" or "will" happen, or by discussions of strategy. The forward-looking information contained herein includes statements regarding the business and strategic plans of the Company.

By their nature, forward-looking information is subject to inherent risks and uncertainties that may be general or specific and which give rise to the possibility that expectations, forecasts, predictions, projections or conclusions will not prove to be accurate, that assumptions may not be

correct and that objectives, strategic goals and priorities will not be achieved. A variety of factors, including known and unknown risks, many of which are beyond our control, could cause actual results to differ materially from the forward-looking information in this press release including, without limitation: the Company's ability to comply with all applicable governmental regulations including all applicable food safety laws and regulations; impacts to the business and operations of the Company due to the COVID-19 epidemic; a limited operating history, the ability of the Company to access capital to meet future financing needs; the Company's reliance on management and key personnel; competition; changes in consumer trends; foreign currency fluctuations; and general economic, market or business conditions.

Additional risk factors can also be found in the Company's continuous disclosure documents which have been filed on SEDAR and can be accessed at www.sedar.com. Readers are cautioned to consider these and other factors, uncertainties and potential events carefully and not to put undue reliance on forward-looking information. The forward-looking information contained herein is made as of the date of this press release and is based on the beliefs, estimates, expectations and opinions of management on the date such forward-looking information is made. The Company undertakes no obligation to update or revise any forward-looking information, whether as a result of new information, estimates or opinions, future events or results or otherwise or to explain any material difference between subsequent actual events and such forward-looking information, except as required by applicable law.

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