

PlantX

PlantX Adds Popular TiNDLE Chicken Made From Plants to Ecommerce Fulfillment Platform

-- PlantX to Connect U.S. Consumers to TiNDLE's Full Lineup of Plant-Based Chicken Products for the First Time --



VANCOUVER, British Columbia — August 7, 2023 — PlantX Life Inc. (CSE: VEGA) (Frankfurt: WNT1) (OTC PINK: PLTXF) (“PlantX” or the “Company”), the digital face of the plant-based community, operating a one-stop shop for plant-based products, today announced that it has added TiNDLE Chicken, the leading plant-based chicken, to its growing roster of brands adopting its ecommerce fulfillment solutions. Distribution through PlantX marks the first time TiNDLE Foods’ full range of retail products are available online to be shipped across the U.S.

Made by Singapore-founded food tech start-up TiNDLE Foods, [TiNDLE](#) is the leading plant-based chicken, offering the distinct aroma, taste, and texture of chicken and made with non-GMO plant-based ingredients. It features unique similarities in taste, texture and aroma to chicken from birds, thanks to Lipi™, the company’s proprietary emulsion of plant-based ingredients that mirror the aroma, cookability and savory qualities that typically comes from chicken fat.

Said Lorne Rapkin, PlantX CEO, “We recently completed a widely successful multi-month collaboration with TiNDLE where we transformed our pop-up market in Venice Beach, California, into a TiNDLE destination, including a redesign of the store facade into a custom mural painted by local artist Jules Muck. The pop-up featured the new TiNDLE Chicken retail items in a variety of prepared dishes including a

Chicken Parm Sandwich, Fried Chicken Sandwich, Chicken & Waffles, Buffalo Chicken Wrap, and Sticky Wings. It has been amazing to work with TiNDLE and see first hand the popularity of their products, and we are excited for this next step of becoming their direct-to-consumer arm to bring their products to household across America.”

“This past year, our primary focus in the U.S. has been introducing our delicious TiNDLE Chicken products to food lovers all across the country, reaching hundreds of thousands of new consumers through our incredible range of restaurant partners,” said Andre Menezes, Co-Founder and CEO of TiNDLE Foods. “We’ve found a great collaborator in PlantX and launching on their ecommerce platform will allow us to continue serving our existing customers, as well as make our products even more accessible for those looking to incorporate plant-based foods and reduce their overall meat consumption in their own homes.”

About PlantX Life

As the digital face of the plant-based community, PlantX’s platform is a one-stop shop for plant-based products. With its fast-growing category verticals, PlantX offers customers across North America more than 5,000 plant-based products. PlantX also has other brands in the PlantX portfolio including a juice brand, a coffee company, a plant shop, and brick-and-mortar grocery stores. PlantX uses its digital platform to build a community of like-minded consumers and, most importantly, to provide education. PlantX’s digital presence eliminates entry barriers for anyone interested in living a plant-based lifestyle and thriving in a longer, healthier, and happier life.

Connect with PlantX: [Email](#) | [Website](#) | [Facebook](#) | [LinkedIn](#) | [Twitter](#) | [Instagram](#) | [YouTube](#) | [TikTok](#)

About TiNDLE Foods

Founded in 2020, TiNDLE Foods is a food tech startup developing and commercializing delicious, innovative, and sustainable plant-based food brands. TiNDLE Foods is backed by a team with proven experience in plant-based food technology, global brand development, and distribution scaleup. For more information, visit www.tindle.com.

Connect with TiNDLE: [Website](#) | [Facebook](#) | [LinkedIn](#) | [Twitter](#) | [Instagram](#) | [TikTok](#)

Contact

Lorne Rapkin
Chief Executive Officer
(416) 419-1415

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, without limitation, statements regarding the availability of Future Farm products, PlantX promotional events and the business and strategic plans of the Company.

By its 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: receiving sufficient demand for the Offering; 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; the conflict in eastern Europe; having 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.