



PlantX Adds Chicago Not Dogs to XMarket Vegan Food Hall

-- Popular Chicago-inspired vegan hot dogs, Italian beef sandwiches, and fried chicken sandwiches to join XMarket Vegan Food Hall when it opens in September --

VANCOUVER, British Columbia — September 5, 2023 — PlantX Life Inc. (CSE: VEGA) (Frankfurt: WNT1) (OTCQB: 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 [Chicago Not Dogs](#), a company putting a vegan spin on popular Chicago delicacies like hot dogs, Italian beef, fried chicken, and mozzarella sticks, will be added to the initial food lineup at the XMarket Vegan Food Hall as one of its six initial culinary concepts when the Midwest’s largest food hall officially opens to the public on September 14.

Founded in San Diego by Chicagoland natives, Chicago Not Dogs has relocated back to Chicago, with an initial restaurant on the North Side of Chicago, in the Avondale neighborhood. While in California, Chicago Not Dogs was named on VegOut’s top new vegan restaurants in America 2021, and earned near 5 star reviews across social platforms. The eatery was also highlighted on CBS8 San Diego twice and listed as a featured destination in AAA magazine.

Said Lorne Rapkin, PlantX CEO, “Food in Chicago isn’t Chicago without hot dogs and Italian beef, and adding Chicago Not Dogs to our featured lineup will bring Chicago classics, with a heart-healthy, vegan twist. Chicago Not Dogs was immensely popular in San Diego, and received rave reviews at the annual Vegandale in Grant Park in June. Chicago Not Dogs will certainly make the culinary experience at our XMarket Vegan Food Hall even more enjoyable when it opens, just weeks away from today.”

“Joining the XMarket Vegan Food Hall will help us expand our presence in the Chicago vegan community, enabling us to reach new and existing customers following our move back from San Diego,” added Brian Gervase, co-Founder of Chicago Not Dogs. “We love the idea of a food hall, integrating a wide range of healthy options under a single roof.”

Co-developed and operated with the Macromia Group, a restaurant developer specializing in building high-end dining and retail locations from concept to creation, the 6,500 square foot XMarket Vegan Food Hall will be the largest vegan food hall in the Midwest. The space will seat 375 people and include six restaurants, a wine and beer bar, a coffee shop, and a bodega-style grocery store that includes a vegan cheesemonger. The food hall is located at 804 W. Montrose Ave. on the north side of Chicago.

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.

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About Chicago Not Dogs

We had set out to be a friendly neighborhood restaurant and bar where vegans and non-vegans would feel at home, enjoying vegan versions of authentic Chicago-style food. Chicago Not Dogs features fresh cut fries, not dogs and house-made Italian BēF, along with other delicious Chicago-Style comfort food.

Connect with Chicago Not Dogs: [Website](#) | [Facebook](#) | [Instagram](#)

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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.