



## **PlantX’s Little West Cold Pressed Juices Added to 21 California Stores Through KeHE Distribution Agreement**

VANCOUVER, British Columbia — September 20, 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 its Little West cold pressed juices are now available in 21 retail stores in California through its wholesale distribution agreement with KeHE Distributors® (“KeHE”). Little West entered into a landmark distribution agreement with KeHe approximately one year ago as part of its expansion strategy to broaden the market reach of Little West to new retailer accounts.

“As Little West continues to build a loyal following of consumer thirsty for its products, we are fortunate to have KeHe as a distribution partner to capitalize on the growing demand,” said PlantX CEO, Lorne Rapkin. “Little West is an emerging national brand on the cold pressed juices scene, and we continue to work with KeHe to expand our retail distribution and access new accounts.”

With nearly 70 years of experience, KeHE is one of North America’s largest, pure-play wholesale distributors of natural and organic, specialty, and fresh food products. Based in Illinois, KeHE represents 8,500 brands and services more than 30,000 natural food stores, chain and independent grocery stores, e-commerce retailers and other specialty product retailers throughout North America.

Businesses interested in considering adding Little West to their offerings should contact PlantX at [info@plantx.com](mailto:info@plantx.com) to receive a sample pack and additional information.

### **About PlantX Life Inc.**

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 KeHE Distributors®**

KeHE Distributors, LLC is the largest, pure-play distributor of natural & organic, specialty, and fresh products to more than 30,000 natural food stores, chain and independent grocery stores, e-commerce retailers, and other specialty products retailers throughout North America. With over 6,800 employee-owners, KeHE, a Certified B Corporation, drives its mission of serving to make lives better and bringing the next level of goodness, crazy GOOD™, throughout all aspects of its operation.

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

For additional information, please contact:

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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 Company’s belief that no other filing defaults are currently anticipated and the Company’s intention to continue to satisfy the provisions of the alternative information guidelines set out under NP 12-203 and issue bi-weekly default status reports for so long as the delay in filing the Annual Filings and Interim Filings is continuing 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: 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](http://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.