



2500 Meadowpine Blvd.
Unit 202, Mississauga, ON L5N 6C4
Ph: (416) 669-9392
Email: ir@sirebioscience.com
www.sirebioscience.com

Sire Bioscience Inc. Announces New Plant Based Protein “PlantEnvy” and “PlantEnvy Energy Greens”

MISSISSAUGA, Ontario, January 5, 2021 – Sire Bioscience Inc. (CSE:SIRE) (OTC:BLLXF) (FSE:BR1B) (“Sire” or the “Company”) is pleased to announce that it has developed a new plant based protein, “PlantEnvy”. PlantEnvy plant protein is a 100% natural blend of Belgian golden yellow pea and raw Canadian hemp seed protein that contains all 9 essential amino acids and is the only certified compostable plant wellness brand. PlantEnvy is naturally sweetened with no sugar added, is non-GMO project verified, gluten-free, soy-free, Kosher and available in 3 flavours: Cookies & Cream, Vanilla & Chocolate Banana.

In addition to the Plant Envy plant protein, the Company is also pleased to announce it has developed “PlantEnvy Energy Greens” which is a unique blend of 8 super greens and 4 all-natural plant-derived energizers.

Plant Envy Energy Greens is a 100% natural anytime energy booster. It has 100 mg of naturally derived caffeine per serving, is naturally sweetened with no sugar added and comes in two flavours: Dragon Fruit & Acai.

The Company’s stand-up pouches are made from renewable, non-GMO, and bio-based materials.

- Made from renewable forestry wood pulp cellulose
- Contains no petroleum-based plastics or enzymes
- Contains no microplastics that pollute our water and food
- Third party verified to be home and industrial compostable

The scoops are also made from renewable and bio-based materials

- Made from renewable bamboo fibre
- Contains no petroleum-based plastics or enzymes
- Contains no microplastics that pollute our water and food

Highlights:

According to Plant-based Food & Drink Canada (May 2019), 54% of Canadians agree that a healthy diet does not need to include meat and 48% of Canadians agree that a healthy diet does not include dairy. Additionally, a third of Canadians follow a diet that eliminates or reduces their intake of animal-based protein and recorded that approximately 2% are vegans, 5% vegetarians and 25% flexitarians.

- The plant-based product segment is anticipated to witness the fastest growth in the protein market over the forecast period (2020-2027).¹
- 26% of Canadians believe they need to incorporate more protein into their diet. With the highest among women 18-24 (43%).²
- Adoption of environmental stewardship and protection of animal welfare.³

Brian Polla, the Company’s CEO states: “We are very excited to be launching new amazing products into the plant-based field. Our existing sales channels are anticipating product arrival in the first quarter of 2021. Plant based products will be a strong part of all our future offerings.”

1. “Protein Supplements Market Size, Share & Trends Analysis Report By (Protein Powders, Protein Bars)” – Grandview Research)
2. Plant-based Food & Drink – Canada, May 2019
3. “Plant-based protein market: global and Canadian market analysis” – National Research Council Canada



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About Sire Bioscience Inc.

Website: sirebioscience.com

Socials: [@sirebioscience](#)

SIRE's principal business activity is to engage in the investment, production of, development of hemp, CBD, and non-CBD products. SIRE has its wholly-owned facility in Leamington, Ontario. The land parcel includes 50 acres of prime horticultural land, with a 160,000 sq. ft. facility of combined greenhouse and indoor space. SIRE's goal is to become a vertically integrated CPG life science company with its "House of Brands" offering. SIRE is headquartered in Mississauga, Ontario, and is managed by a group of successful entrepreneurs who have extensive experience in the areas of consumer packaged goods, manufacturing, logistics, and distribution.

FOR INFORMATION, CONTACT:

Sire Bioscience Inc.

E: ir@sirebioscience.com