

## Better Plant Sciences Announces JUSU Juices Now Available for Home Delivery in Calgary

Vancouver, British Columbia--(Newsfile Corp. - September 15, 2020) - **Better Plant Sciences Inc. (CSE: PLNT) (OTCQB: VEGGF) (FSE: YG3)** ("**Better Plant**") or (the "**Company**") is pleased to announce that JUSU Bar juices are now available for online order in Calgary through [www.jusubar.com](http://www.jusubar.com) for home delivery. This comes just a week after Better Plant's announcement of its eCommerce lease agreement to take over the day-to-day sales of all Jusu Life and Jusu Body products. JUSU Bar assets are included in the announced acquisition of Jusu by Better Plant.



**Figure 1: Better Plant Sciences Announces JUSU Juices Now Available for Home Delivery in Calgary**

To view an enhanced version of Figure 1, please visit:

[https://orders.newsfilecorp.com/files/6377/63823\\_PR\\_WEB\\_BetterPlantSciences.jpg](https://orders.newsfilecorp.com/files/6377/63823_PR_WEB_BetterPlantSciences.jpg)

JUSU Bar currently has one retail juice bar location open in Victoria, British Columbia, and is now delivering cold-pressed JUSU juices in Calgary through its eCommerce store. Better Plant expects to take over the juice bar, franchise rights and delivery operations upon its acquisition of JUSU, which is anticipated to close this fall.

"Cold-pressed juice is extremely popular, as it contains nutrients known to boost immunity and general health, but it's not something that a lot of consumers feel comfortable making at home due to the cleanup, time, and expertise required to get the right taste," said Penny White, CEO of Better Plant Sciences. "With consumer concerns around COVID-19, adding online order options gives consumers another way to drink their favorite juices while still remaining physically distant as they do not need to enter the store."

In Victoria, the JUSU juices are now available for purchase in-store at JUSU Bar at Cadboro Bay, Whole Foods, Red Barn Markets, Root Cellar and Lifestyles Markets. In Calgary, JUSU juices can be ordered online for home delivery.

The following six cold-pressed JUSU juices are available as singles or as part of 1, 3 and 5-day cleanses:

- Green Machine
- Hawkeye
- Emerald City
- Blue Lagoon
- Dirty Lemonade
- Classic

A report by Technavio projected that the global cold-pressed juice market is poised to grow by USD [\\$275.5 million](#) during 2019-2023, progressing at a CAGR of almost 8% during the forecast period.

On August 19, 2020, Better Plant announced that it had entered into an agreement to acquire JUSU branded plant-based assets from JUSU Bar Inc., JUSU Life Inc. and JUSU Cbd Inc. The assets include all inventory, packaging, raw ingredients and intellectual property related to 300 plant-based products for the home, body and baby and the eCommerce sites where the products are sold, and customer lists as well as all intangible assets relating to the chain of juice bars which have operated in British Columbia and Alberta under the name JUSU. Better Plant took over operations for the eCommerce sites [www.jusubody.com](http://www.jusubody.com) and [www.jusulife.com](http://www.jusulife.com) on September 1, 2020. The acquisition of the transaction is expected to take place in the fall, once all due diligence is complete and all necessary approvals are obtained.

### **About JUSU**

JUSU is a full spectrum wellness brand with a mission to enlighten consumers to the protective and effective properties of plant based products. Its group of companies is committed to making pure, organic, plant-based products for consumption, body and personal care. This includes one JUSU Bar location and brick-and-mortar juice bar franchise opportunities as well as an extensive direct-to-consumer product offering including cold-pressed juices, skin care and body products, aromatherapy and home cleaning lines. JUSU is fully dedicated to offering consumers healthier alternatives to currently available chemical-based skin care, edible, and beverage products. All JUSU Group companies provide customers only the highest-quality all-natural products made from 100% natural, non-GMO ingredients and operate under the moto: *Great products for great people.*

### **About Better Plant Sciences Inc.**

Better Plant develops and acquires intellectual property and other assets related to plant-based products and therapeutics. Through its integrated business model, Better Plant develops, manufactures, markets, sells and distributes plant-based products. It has 14 patent applications to protect its Intellectual Property, and over 200 proprietary wellness formulas at various stages of commercialization, including over 20 proprietary products that are now for sale via eCommerce or brick-and-mortar retail stores. It operates websites and oversees eCommerce and Amazon sales for over 200 JUSU plant based products for body, baby and home and has announced it will acquire all JUSU Bar Inc. assets. Its majority-owned subsidiary NeonMind Biosciences Inc. is launching a line of coffees infused with health optimizing medicinal mushrooms including reishi, cordyceps, lion's mane and turkey tail mushrooms. NeonMind is also engaged in research into developing a psilocybin (psychedelic mushroom) based product for weight loss and has applied for a Section 56 Exemption to begin preclinical trials to study its pending psychedelic medicine patents.

For more information about Better Plant, visit [www.betterplantsciences.com](http://www.betterplantsciences.com) or follow [@betterplantsciences](#) on Instagram.

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*The Canadian Securities Exchange has not reviewed, approved or disapproved the contents of this news release.*

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