

Better Plant Adds Two Retail Chains for Distribution of Jusu Cold-Pressed Juices

Vancouver, British Columbia--(Newsfile Corp. - June 3, 2021) - **Better Plant Sciences Inc. (CSE: PLNT) (OTCQB: VEGGF) (FSE: YG3)** ("**Better Plant**" or the "**Company**"), a wellness company that makes and sells plant-based products, has listed its Jusu cold-pressed juices for sale in new retail locations in British Columbia including five Red Barn Markets locations in Greater Victoria, BC and two Vitasave locations in Metro Vancouver, BC.



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Jusu focuses on maximizing the nutrient content and flavour of its cold-pressed juices. Jusu juices are made with a hydraulic press that uses thousands of pounds of pressure to extract the maximum amount of liquid from fresh fruits and vegetables and does not use heat or oxygen in the pasteurization process.

On February 8, 2021, Better Plant took over operation of the Jusu juice business which it purchased in Q4 2020. Recently, Better Plant relaunched the juices with new names and new packaging and launched a new version of the Jusubar.com eCommerce website with a consumer delivery platform.

"Red Barn Market Oak Bay is happy to have Jusu back in store. The opportunity to support a local company that is doing so much for the health and wellbeing of the community is our pleasure," says Scott Travers, Owner and Operator at Red Barn Market, Oak Bay. "Our customers have been waiting for Jusu to relaunch and they will be lining up to get their favourite flavours."

Better Plant also plans to substantially increase the number of Jusu juice SKUs on offer, with seven new SKUs planned for launch this summer. The focus for the new round of juice launches is to give customers more variety and exciting flavours in line with competitors and market demand. The juices have a 60-day shelf life and are sold individually or as part of a 1, 3 or 5-day cleanse. Better Plant engaged sales broker Thank You Merci, who

has assigned three agents to Jusu juice in Canada, to add to Jusu's in-house sales team, who are focused on engaging and pitching national retailers.

About Better Plant:

Better Plant harnesses plant intelligence and leverages modern science to offer sustainable, plant-based products that are better for health and better for the earth. It makes and sells over 90 proprietary products, all made with 100% natural ingredients, under the brands Jusu, Urban Juve and Wright & Well. It has a direct-to-consumer platform for refrigerated goods that offers easy online ordering and convenient home delivery in select cities in Alberta and BC. Better Plant operates Jusu Bar, a quick serve restaurant alternative in Victoria, BC, which serves up fresh, healthy, and nutritious options with a focus on Jusu cold-pressed juices. Jusubar.com offers home delivery of refrigerated plant-based beverages consisting of cold-pressed juices and packaged juice cleanses. Through its Shopify enabled eCommerce sites getjusu.com and urbanjuve.com, Better Plant sells plant-based personal care products, including skin care, hair care and body care. Jusu also has a line of plant-based all-natural home cleaning products that are sold to cleaning companies, retailers and sold directly to consumers. Better Plant also offers operational, financial, and other services to companies with businesses that align with Better Plant's mission to help create a better world. Better Plant incubated NeonMind Biosciences Inc., which sells medicinal mushroom infused coffees and is developing drugs with psychedelic ingredients to treat obesity and to suppress appetite.

For more information or to purchase Jusu juices, visit jusubar.com, or follow [@jusubars](https://www.instagram.com/jusubars), [@jusubarvictoria](https://www.instagram.com/jusubarvictoria) and [@jusubarcalgary](https://www.instagram.com/jusubarcalgary) on Instagram.

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

Penny White, President & CEO
penny@betterplantsciences.com
1-833-515-2677

Investor Relations:
Alexandra Dumanski
invest@betterplantsciences.com
1-833-515-2677

Sales Inquiries:
Amber Allen, Head of Sales
amber@betterplantsciences.com
604-808-8118

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