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Better Plant Adds NeonMind Superfood Mushroom Coffees in the United States on Faire Wholesale Marketplace

Vancouver, B.C. – December 10, 2021: Better Plant Sciences Inc. (CSE: PLNT) (OTCQB: VEGGF) (FRA: YG3) (“Better Plant”) a wellness company that develops and sells plant-based products, is pleased to announce that it’s full line of NeonMind Superfood Mushroom Coffees are now available for purchase by retailers in the United States (“U.S.”) on Faire Wholesale Marketplace, an online wholesale marketplace.



Faire currently serves over 170,000 independent retailers across North America, representing more retail locations than Marks & Spencer, Boots, Aldi, Starbucks, and Tesco combined.

“Being on Faire will showcase our coffee products to retailers that are outside of our typical demographic”, says Amber Allen, Director of Sales for Better Plant. “We look forward to promoting NeonMind products on this platform and connecting with many diverse buyers.”

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Faire provides a holistic, end-to-end platform that enables independent retailers to build, grow, and run their businesses. Leveraging the Faire platform benefits retailers with perks such as payment flexibility and security, free returns, shipping solutions and data-driven recommendations.

Better Plant owns four NeonMind mushroom coffee blends which are sold in the U.S.: two roasted blends and two instant coffee blends. From improving memory, alertness, and cognitive function to supporting the immune system, eliminating toxins and fighting mental and physical stress, NeonMind's mushroom coffees put health and wellness at the forefront.

According to a report by MarketsandResearch.com, the global superfoods market size is expected to reach USD 272.47 billion by 2028. Mushrooms that are featured in NeonMind coffees, such as reishi and turkey tail are considered to be popular superfoods due to their healthful properties.

About Faire:

Faire is a curated wholesale marketplace connecting more than 170,000 North American retailers with thousands of emerging and established brands. Faire enables independent retailers to grow their business with the advantages of big box terms and empowers makers to seamlessly build and run their wholesale business. Faire was founded in 2017 and is powered by the idea that the future is local. Faire is backed by investors including Y Combinator, Lightspeed Venture Partners, Forerunner Ventures, Khosla Ventures, Sequoia Capital, Founders Fund, and DST Global. The company is headquartered in San Francisco, Kitchener-Waterloo, and Salt Lake City. To learn more, visit www.Faire.com.

Other News

On November 30, 2021 Better Plant completed the sale of its previously wholly-owned subsidiary, Wright & Well Inc., which held the licensing rights to a cannabis topicals brand in Oregon, U.S., to a non related party for an all cash deal of twenty thousand dollars.

On November 29, 2021 Better Plant changed the nature of its broker representation agreement with Hive Naturals (formerly known as Thank You Merci) that was announced on February 4, 2021. Hive Naturals was engaged to represent Better Plant's wholly-owned subsidiaries Jusu Wellness and Jusu Bar in Canada and the U.S.. Going forward, Hive Naturals will concentrate its efforts solely on the existing Jusu Wellness accounts with Whole Foods Market and Healthy Planet, Canada.

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“Our new relationship with Hive Naturals will allow us to continue to ensure exceptional customer service and to help organically grow sales within these key accounts”, says Amber Allen, Director of Sales for Better Plant.

Better Plant continues to engage Nationwide Natural Foods Inc. as a distributor for Jusu Bar in Canada, and is expanding distribution points for Jusu Bar and Jusu Wellness products through its own in-house sales team.

About Better Plant Sciences Inc.

Better Plant has a catalog of hundreds of product formulas and develops, commercializes, markets and sells over 50 products through the brands Jusu, NeonMind and Urban Juve. Better Plant products are sold through a network of over 150 online and brick-and-mortar retail locations including Whole Foods Market, Pharmasave, Healthy Planet and Vitasave. Better Plant has a talented team with expertise in digital design, branding, eCommerce and digital marketing and offers operational, financial, and other services to companies with emerging and fast growing businesses.

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

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

Cautionary Statement Regarding Forward-Looking Statements

This press release includes forward-looking information and statements (collectively, “forward looking statements”) under applicable Canadian securities legislation. Forward-looking statements are necessarily based upon a number of estimates, forecasts, beliefs and assumptions that, while considered reasonable, are subject to known and unknown risks, uncertainties, and other factors which may cause actual results and future events to differ materially from those expressed or implied by such forward-looking statements. Such risks, uncertainties and factors include, but are not limited to: risks related to the development, testing, licensing, brand development, availability of packaging, intellectual property protection, reduced global commerce and reduced access to raw materials and other supplies due to the spread of COVID-19, the potential for not acquiring any rights as a result of the patent application and any products making use of the intellectual property may be ineffective or the company may be unsuccessful in commercializing them; and other approvals will be required before commercial exploitation of the intellectual property can happen. Demand for the company’s products, general business, economic, competitive, political and social uncertainties, delay or failure to receive board or regulatory approvals where applicable, and the state of the capital markets. Better Plant cautions readers not to place undue reliance on forward-looking statements provided by Better Plant, as such forward-looking statements are not a guarantee of future results or performance and actual results may differ materially. The forward-looking statements contained in this press release are made as of the date of this press release, and Better Plant expressly disclaims any obligation to update or alter statements containing any forward-looking information, or the factors or assumptions underlying them, whether as a result of new information, future events or otherwise, except as required by law.