

# Plant & Co

## **Plant&Co's Holy Crap Breakfast Cereal in Over 600 Stores Across Canada**

**~ Holy Crap Breakfast Cereals report significant expansion of distribution network with product in 600 stores across Canada ~**

**Toronto, Ontario – May 10, 2021 – Plant&Co. Brands Ltd. (CSE: VEGN) (FSE: VGP) (OTCPK: VGANF) (“Plant&Co” or the “Company”),** a modern health and wellness company curating delicious plant-based foods, is pleased to report its healthy and delicious Holy Crap breakfast cereals are now in 600 stores across Canada.

Holy Crap breakfast cereal is a high-quality product that tastes great, helps maintain a healthy gut, and makes consumers feel good inside and out. Holy Crap offers four distinct SKUs all of which contain certified organic, non-GMO, kosher and gluten free ingredients, such as hemp seed, buckwheat, chia seeds, and gluten-free oats. The tasty, nutrient-packed breakfast cereals have high levels of essential amino and fatty acids, a kick of fiber, and are free from the top 9 allergens and free from any additives like added flavors, preservatives, chemicals, color, salt, or oils.



**Holy Crap Breakfast Cereals – healthy Gut, healthy mind!**

“Most of the existing 600 stores selling Holy Crap breakfast cereals are located in Western Canada, so there is significant room for expansion through Ontario, Quebec and the Atlantic provinces,” said Donna Reddy, President of Plant&Co. “With new flavours and a marketplace seeking healthy breakfast cereal alternatives, Holy Crap breakfast cereal is well positioned for growth. There is emerging research that connects a healthy gut with a healthy mind, and our Holy Crap customer reviews continue to confirm that our certified organic, non-GMO, kosher and gluten free breakfast cereals contribute to a healthful digestive tract.”

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As featured on CBC's *Dragons Den*, Holy Crap is focused on creating innovative brands and products inspired to improve lives through simple, quality ingredients. The Holy Crap products are manufactured in Gibsons, British Columbia and are available at 600 locations across Canada including many well-known Canadian retailers such as Whole Foods, Save-On-Foods and London Drugs, as well as online through its website at [www.holycrap.com](http://www.holycrap.com) and through [www.amazon.ca](http://www.amazon.ca).

The market for breakfast cereals is large and growing. According to a recent analyst report by The Business Research Company, the global breakfast cereal market is expected to grow from \$56.86 billion in 2020 to \$60.07 billion in 2021 at a compound annual growth rate (CAGR) of 5.6%. While the year-over-year growth is contributable to companies rearranging their operations and recovering from the impact of COVID-19, future market growth is estimated at a CAGR of 6% reaching \$75.44 billion by 2025. Growing adoption of convenience foods and rising health consciousness are likely to augment the demand for breakfast cereals over the forecast period. Furthermore, consciousness among people to consume healthy products, mostly in western countries, also plays a vital role in generating demand. Rising awareness among people in emerging economies regarding health benefits associated with breakfast cereals is poised to create ample opportunities for new market entrants.

The Company announces that it has granted incentive stock options to purchase a total of 1,075,000 common shares at an exercise price of \$0.255 per share for a period of two years to certain officers and directors in accordance with the provisions of its stock option plan.

## **About Plant&Co**

Plant&Co. Brands Ltd. (CSE: VEGN) (FSE: VGP) (OTCPK: VGANF) is modern health and wellness company curating delicious plant-based foods. It offers a growing number of delicious plant-based food products through two leading plant-based brands Holy Crap Foods Inc. and YamChops, the vegan butcher. For more information please visit: [www.HolyCrap.com](http://www.HolyCrap.com) [www.YamChops.com](http://www.YamChops.com) [www.PlantandCo.com](http://www.PlantandCo.com).

## **About Holy Crap Foods Inc.**

At Holy Crap Foods Inc. our mission is to create products that create a healthy gut through simple, quality ingredients that ultimately feed the connection between gut and mind. Holy Crap is an organic breakfast cereal for today's consumer that expects their food to work hard for them. Our great tasting cereal helps maintain a healthy gut which creates a happy mind. For more information on the healthy and high-quality breakfast cereals visit: [www.HolyCrap.com](http://www.HolyCrap.com).

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***Cautionary Note Regarding Forward-Looking Statements***

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*All statements in this press release, other than statements of historical fact, are “forward-looking information” with respect to the Company within the meaning of applicable securities laws. Forward-looking information is frequently characterized by words such as “plan”, “expect”, “project”, “intend”, “believe”, “anticipate”, “estimate” and other similar words, or statements that certain events or conditions “may” or “will” occur. Forward-looking statements are based on the opinions and estimates at the date the statements are made, and are subject to a variety of risks and uncertainties and other factors that could cause actual events or results to differ materially from those anticipated in the forward-looking statements including, but not limited to delays or uncertainties with regulatory approvals, including that of the CSE. There are uncertainties inherent in forward-looking information, including factors beyond the Company’s control. There are no assurances that the business plans for Plant&Co. Brands described in this news release will come into effect on the terms or time frame described herein. The Company undertakes no obligation to update forward-looking information if circumstances or management’s estimates or opinions should change except as required by law. The reader is cautioned not to place undue reliance on forward-looking statements. For a description of the risks and uncertainties facing the Company and its business and affairs, readers should refer to the Company’s Management’s Discussion and Analysis and other disclosure filings with Canadian securities regulators, which are posted on [www.sedar.com](http://www.sedar.com).*