

Plant & Co.

GROWN NOT RAISED™

Plant&Co's HolyCrap™ Expands into 23 Fortinos Locations Across Ontario as Cereal Division Business Plan Delivers +38% Growth H2'2021

Toronto, Ontario – January 20, 2022 – Plant&Co. Brands Ltd. (CSE: VEGN) (FSE: VGP) (OTCQB: VGANF) (“Plant&Co” or the “Company”), a modern health and wellness company curating delicious plant-based foods, is pleased to announce that its healthy and delicious breakfast cereal Holy Crap, is anticipated to be available in stores at **Fortinos**, a Canadian supermarket chain operating **23 store locations** throughout Ontario, owned and operated by Loblaw Companies Limited, by the end of February 2022.

“With net sales growth of 38% in the back half of 2021, and a fourth quarter increase of 45% compared to third quarter, there is no doubt that the continued execution of our organic growth strategy is working and delivering results,” said Shawn Moniz, CEO of Plant&Co. “In the last 6 months of 2021, we expanded the number of stores carrying Holy Crap cereals, plus we introduced our new flavour Mango Coconut, and our new 1 kg pack. We are very pleased with the support from our new board, and how the management team is working to execute. As we increase distribution and execute our plans, we are very excited about accelerating growth.”

In June 2021, the Company welcomed new members to the board of directors, which established a Company wide strategic roadmap for organic and inorganic growth. Since then, the Company has seen a direct correlation of growth realized in the immediate quarter following its implementation. Here are some highlights of the 2021 results pertaining to the Holy Crap cereal division:

- Fourth quarter net sales **increased 45%** compared to the same period in 2020
- Fourth quarter net sales **increased 39%** compared to the third quarter in 2021
- Total net sales **increased 38%** in the second half of 2021
- Net Sales have **increased 24%** year over year between 2020 and 2021



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Fortinos is a perennial winner in “Favourite Food Store” community surveys, success attributed to their core values of super fresh foods, well-trained staff including professional butchers & bakers, store cleanliness and above all, superior, friendly customer service. Today the Loblaw-owned Fortinos banner has 23 stores across Hamilton and the GTA reflecting leading edge development in supermarket innovation while remaining true to its founder’s philosophy.

Holy Crap comes in five delicious flavours, all of which contain certified organic, non-gmo, kosher and gluten free ingredients, such as hemp, buckwheat and chia seeds, and gluten-free oats. Apple Cinnamon, Natural (Skinny B), Blueberry Apple, Maple + Gluten-Free Oats, and Mango Coconut are tasty, nutrient dense breakfast cereals which are high in fiber, and are free from the top 9 allergens and free from any additives like added flavors, preservatives, chemicals, color, salt, or oils.

In addition to offering a convenient and quick breakfast option, breakfast cereals have also become a popular snacking option due to home seclusion. As many consumers have had their routines disrupted by new work at home schedules, mealtimes have also become irregular pushing them to reach for easy to prepare snacking options.

The Company also reports that 1,211,000 warrants expired on January 15, 2021. The warrants were issued as part of a non-brokered private placement completed on January 15, 2020.

About Plant&Co

Plant&Co. Brands Ltd. (CSE: VEGN) (FSE: VGP) (OTCQB: VGANF) is modern health and wellness company curating delicious plant-based foods. www.PlantandCo.com.

For more information on our Holy Crap Cereals Brand please visit: www.HolyCrap.com

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Cautionary Note Regarding Forward-Looking Statements

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 and include and include the future performance of Holy Crap Cereals. 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. 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.