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Plant&Co™ Expands Cereal Division with Listing into Rabba Fine Foods Locations Across Ontario

Toronto, Ontario – June 3rd, 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 is now available in **Rabba Fine Foods**, a Canadian grocery chain operating **34 local markets** that are conveniently located in and around the Greater Toronto Area (GTA).

“We are pleased to report that our strategy and execution continue to deliver. With an initial order comprising of the entire Holy Crap Superseed line of cereals including Apple Cinnamon, Blueberry Apple, Natural and Mango Coconut flavours having already been placed with Rabba Fine Foods, we look forward to working with our newest retail partner to bring even more of our brands into Rabba’s local markets.” said Shawn Moniz, CEO of Plant&Co. “In 2021 we introduced our new flavour Mango Coconut, a new 1 kg packaging, and significantly expanded the number of stores carrying Holy Crap cereals. Our 2021-2022 initiatives are paying dividends as we continue to execute on our organic and inorganic growth strategy. We continue to focus on delivery of our growth strategy as we pursue opportunities for all our brands including our newly acquired snack brand LumberHeads, and our newest QSR brand Heal Wellness. We are very pleased with our early Q2 results and the continued strategic support from our board as we continue execution into 2022.”



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Holy Crap comes in four 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 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.

About Rabba Fine Foods

From humble beginnings, Rabba Fine Foods has a proud history of bringing to market quality foods and essential household supplies to our communities with a friendly, personal touch. Open 24/7, Rabba has earned the reputation of a trusted, reliable, and convenient local marketplace, with locations across the GTA.

With a network of 34 local markets that are conveniently located, bright and well-stocked, our team works around the clock to ensure our guests can find a wide selection of market-fresh produce, butcher-cut fresh meat & seafood, deli counters & hot food tables, ready-to-eat home-ready meals, fresh in-store bakeries, dairy, floral, health & beauty and other essentials for home or work.

At Rabba, we are committed to value. We value your time and your business. We take your trust to heart and aim to be reliable – there for you at the exact moment when you need us.

Plant-based Food Market by Type

The Plant Based Food Market is expected to grow at a CAGR of 12.4% from 2022–2029 to reach \$95.52 billion by 2029. The growth of this market is driven by factors such as the increasing intolerance for animal protein amongst consumers, the growing vegan population, and the rising number of venture investments in plant-based food companies. In addition, the increasing number of research & development and new product launches by plant and protein alternative manufacturers and emerging economies, such as Asia-pacific, Latin America, and the Middle East & Africa, are expected to create lucrative opportunities for players operating in this market.

source: <https://www.meticulousresearch.com/product/plant-based-food-products-market-5108>

About Plant&Co

Plant&Co. Brands Ltd. (CSE: VEGN) (FSE: VGP) (OTCQB: VGANF) is a modern health and wellness company curating delicious plant-based foods. It offers a growing number of plant-based food products through its brand portfolio of Holy Crap Foods, YamChops ‘a plant-based butcher’, LumberHeads Food Co., and Heal Wellness. For more information please visit: www.HolyCrap.com, www.YamChops.com, www.LumberHeads.com, www.HealWellness.ca and 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

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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.

About YamChops

YamChops is a plant-based butcher shop based in Toronto, Ontario. Vegans, vegetarians, flexitarians and even meat enthusiasts love visiting the beautifully curated shop located in the heart of Toronto's food district. Whether customers sample YamChops' Tunaless "Tuna", Chick*n Cutlet, Szechuan "Beef", Montreal Style "Steak", or browse their vegan grocery market assisted by its knowledgeable staff, customers will have an unforgettable experience at YamChops vegan butcher shop. YamChops' mission is to provide extraordinary plant-based foods and provide extraordinary service to its customers, with a vision to expand its plant based culinary experience and make YamChops the destination of choice for all consumers.

About LumberHeads Food Co.

LumberHeads was started as a response to a lack of plant-based snack options available to family and friends that struggled with dietary restrictions. Over the past 10 years, LumberHeads Kettle Corn has been continuously improved based on strong connections and feedback from our community – where the spirit of "together as one" comes alive! At LumberHeads, we are working to bring you quality foods that offer healthy alternatives with a focus on simple quality ingredients. The connection with our customers is what drives us! We hope you'll find our love of food delivers a little something special!

About Heal Wellness.

Heal was created out of passion, with the mission to provide fresh and healthy, quick serve plant-based wellness food that includes smoothie bowls, smoothies, curated plant-based salads and superseed grain bowls, sandwiches, and many other menu options. Every superfood ingredient in our menu is carefully selected with intention & purpose, to help energize your body to take on the day!

For more product information please visit www.healwellness.ca

Plant&Co. Brands Ltd.

Shawn Moniz

Chief Executive Officer

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Neither the Canadian Securities Exchange nor the Market Regulator (as that term is defined in the policies of the Canadian Securities Exchange) accepts responsibility for the adequacy or accuracy of this press release, which has been prepared by management.

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 management's expectations related to the accretive nature of the Acquisition as well as the future performance of the Company or of Heal Wellness, management's

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anticipated growth of Heal Wellness through existing and new locations being established throughout 2022 and 2023, the successful sourcing of suitable new Heal Wellness locations by the Company, the success of the Company's discussions with respect to the potential of expanding the Heal Wellness stores via corporate and franchise locations, and any announcements related thereto, the introduction of new Heal Wellness products, as well as the Company's continuing search for accretive opportunities in 2022. 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. 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.