



Planet Based Foods Debuts New Line of Frozen Plant-Based Meats At Winter Fancy Food Show

Sustainable food startup pioneering clean, nutrient-dense, plant-based meat using hemp unveils CPG product line at Booth #3336 in Winter Fancy Food Show Plant Based Pavilion

VANCOUVER, BC, Feb. 1, 2022 /CNW/ - **Planet Based Foods Global Inc.** (CSE: PBF) ("PBFG" or the "Company"), through its San Diego-based wholly-owned subsidiary producer of sustainable plant-based meat substitutes, Planet Based Foods Inc. ("Planet Based Foods"), is pleased to announce the launch of its debut frozen food line for consumers craving delicious, soy and GMO-free, nutrient dense plant-based protein they can easily prepare at home. Five new SKUs — The Original Hemp Burger, Green Chili Southwest Burger, Breakfast Sausage, Italian Crumble and Original Crumble — are now available for national shipping at planetbasedfoods.com.

Planet Based Foods' innovative and efficient production process is the first to use hemp seed, along with pea protein and brown rice, to maximize nutrients and fiber with zero waste. The result is delicious hemp meat that delivers high-performance nutrition, including protein, fiber, omega 3-6-9 fats with no soy, gluten or GMO ingredients. After first launching and refining its Original Hemp Burger based on real diner feedback at Stout Burgers & Beers locations across Southern California in 2021, Planet Based Foods is now making its hemp-based meat more widely available to consumers through its new CPG frozen product line of nutrient-dense comfort foods.

"Planet Based Foods is on a mission to establish hemp as a nutrient-dense protein source that can feed the world sustainably for generations to come," said Braelyn Davis, CEO and co-founder, Planet Based Foods. "We see hemp as an untapped natural resource that delivers unmatched nutrition and sustainability benefits, and is uniquely suited to thrive in the face of climate change. We believe deeply in the potential for our hemp-based products to play a role in addressing major food system challenges while delighting discerning values-driven customers."

"Consumers can and should have it all from plant-based meat: exceptional taste, real nutrition, and clean, recognizable ingredients with no GMOs, soy or gluten," added Davis. "We're not looking backward to recreate animal beef or pork using plants, we're making sustainable meat for the future that meets a higher standard for nutrition today."

2022 Winter Fancy Food Show attendees have a first opportunity to sample new Planet Based Foods products at Booth #3336 in the Plant Based Pavilion at the Las Vegas Convention Center February 6 - 8.

- Original Hemp Burger - lightly seasoned with a mix of garlic, onion and smoked paprika, the Original Burger made from a blend of hemp seed, pea protein and brown rice has been perfected based on real feedback at California burger restaurants and stands out for its nutrition, as well as its satisfying savory taste, mouthfeel and cook performance. SRP \$7.99 for 2 4 oz. burger patties
- The Green Chili Southwest Hemp Burger - natural seasoning and fresh, zesty slices of green pepper add Southwestern flavor to the classic blend of hemp seed, pea protein and brown rice. SRP \$7.99 for 2 4 oz. burger patties
- Breakfast Sausage Hemp Patties - seasoned to perfection with smoked paprika and black

pepper, the blend of hemp seed, pea protein and brown rice makes a breakfast sausage that is hearty without the grease of traditional pork sausage. SRP \$7.99 for 4 sausage patties.

- The Italian Hemp Crumble - spiced with fennel and herbs, the Italian crumble made from a blend of hemp seed, pea protein and brown rice has the ideal taste and texture for topping pizza or folding into pasta sauces. SRP \$7.99 for 8 oz. pouch
- The Original Crumble - lightly seasoned with a mix of garlic, onion and smoked paprika, the Original Crumble adds plant-based nutrition and flavor to tacos or stir fries. SRP \$7.99 for 8 oz. pouch.

Founded in 2019 by former nutrition coach and cannabis marketer Braelyn Davis, food scientist and plant-based pioneer Robert Davis, and restaurant veteran Ted Cash, Planet Based Foods represents the culmination of six years of research and development around how to utilize hemp seed in plant-based meat applications. A nutritional powerhouse, hemp seed provides more nutrients and protein than most pulses, plant-based meats and grains. Hemp requires less water than traditional crops, regenerates soil, does not require pesticides, and can successfully grow in hotter temperatures -- making it uniquely suited to thrive in the face of climate change and agricultural resource constraints. Planet Based Foods sources 100 percent of its hemp from the United States as part of its commitment to support American farmers and reduce its supply chain carbon footprint.

For more information, visit planetbasedfoods.com and visit Winter Fancy Food Show Booth #3336 in the Plant Based Pavilion.

For further details about the Company and the listing transaction, please refer to the Company's listing statement at www.thecse.com as well as the Company's profile at www.sedar.com.

To view information about the Company and subscribe to automated email alerts for future news and public filings, visit the Planet Based Foods website at www.planetbasedfoods.com.

About Planet Based Foods Global Inc.

PBFG, through its wholly-owned subsidiary in San Diego, California, Planet Based Foods, is a producer of sustainable plant-based meat substitutes. Planet Based Foods was founded in 2018 in San Diego, California. With a mission to build a better food system by providing hemp-formulated superfood products to people today that support our planet tomorrow, all Planet Based Foods products are 100% vegan.

ON BEHALF OF THE BOARD

"Braelyn Davis"

Braelyn Davis

President, Chief Executive Officer and Director

For more information, please visit: www.planetbasedfoods.com or contact: Invest@planetbasedfoods.com


FORWARD-LOOKING STATEMENTS:

Certain statements included in this news release constitute forward-looking information or statements (collectively, "forward-looking statements"), including those identified by the expressions "anticipate", "assume", "believe", "plan", "estimate", "expect", "intend", "may", "should" and similar expressions to the extent they relate to the Company or its management. The forward-looking statements are not historical facts but reflect current

expectations regarding future results or events. This news release contains forward looking statements. These forward-looking statements are not guarantees of future performance and involve risks, uncertainties and assumptions which are difficult to predict. Such statements are based on current expectations and various estimates, factors and assumptions and involve known and unknown risks, uncertainties and other factors. Such statements and information are based on numerous assumptions regarding present and future business strategies and the environment in which the Company will operate in the future. The Company assumes no responsibility to update or revise forward-looking information to reflect new events or circumstances unless required by law. Readers should not place undue reliance on the Company's forward-looking statements.

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