

Canbud's Subsidiary Empathy Plant Co. Commences Production of Plant-Based Protein Brand

Toronto, Ontario--(Newsfile Corp. - March 23, 2021) - Canbud Distribution Corporation (CSE: CBDX) (FSE: CD0) ("**Canbud**" or the "**Corporation**") is pleased to announce its subsidiary Empathy Plant Co. has placed an initial production order for Complete Plant Protein product, having recently finalized the product formulation and packaging design. The product is getting ready to launch and is already gaining market traction and awareness.



100% Compostable Packaging

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Canbud's subsidiary - Empathy Plant Co. - is the collaborative brand effort of top CPG (Consumer Packaged Goods) experts, led by 28-year nutraceutical veteran and Canbud VP of Marketing Adrian Burke. With careful study of the evolving plant-based market and with key market insights, Empathy Plant Co. is strategically positioned with a market first and highly compelling USP (Unique Selling Proposition); the first and only complete plant protein offered in 100% compostable packaging.

Some highlights are:

- Made from renewable forestry wood pulp cellulose
- Contains no petroleum-based plastics or enzymes
- Contains no microplastics that pollute our water and food
- Third party verified to be home and industrial compostable

This innovation is led by Canbud's interest in helping move the needle in terms of sustainability and strategically aligns with the growing anti-plastic and zero-waste movements.

Canbud VP of Marketing, Adrian Burke comments: "Having successfully developed nutraceutical brands and the like for decades, I am thrilled with what our team has put together: the combination of environmentally responsible decisions with a complete plant protein product that is absolutely delicious. Empathy Plant Co. will showcase the next evolution of what's possible in the plant-based space and I can't wait for people to try it!"

Empathy Plant Co. complete protein will offer the following:

- A variety of flavours including Chocolate, Vanilla and Cookies & Cream, with many more in development
- Contains 20 grams of protein per serving
- All 9 essential amino acids
- Digestive Enzymes
- Natural anti-inflammatory properties
- Omega-6 and omega-3

Canbud CEO, Steve Singh adds: "I am extremely impressed with the team's thoughtfulness and precise execution on the Empathy Plant Co. brand. As we continue to align strategic distribution partners, this is a great start to support our DTC (Direct to Consumer) strategy while continuing to build on our global vision."

Follow all Empathy Plant Co. developments by entering your email at [empathyplantco.com](mailto:info@empathyplantco.com) or following on [Instagram.com/empathyplantco](https://www.instagram.com/empathyplantco)

About Canbud Distribution Corporation

Canbud Distribution Corporation is a science and technology health and wellness company that encompasses plant based, psychedelic pharmaceutical and non-psychedelic nutraceutical, and hemp cannabinoids (CBD) verticals.

www.canbudcorp.com

<https://www.instagram.com/canbudcorp/?hl=en>

<https://twitter.com/canbudcorp>

<https://www.linkedin.com/company/canbud-distribution-corp/?viewAsMember=true>

<https://www.instagram.com/empathyplantco/?hl=en>

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