

# Rritual Superfoods Newly Acquired Justgo Smoothie Expands Retail Presence in British Columbia

- *JUSTGO SMOOTHIE now available at top retailers in British Columbia including Loblaws City and Langley Markets, Stong's Markets, Popeye's Supplements Pomme Natural Markets, and Nesters Markets*
- *British Columbia represents a strong superfoods consumer market for establishing the Rritual Brand Portfolio*

Vancouver, British Columbia--(Newsfile Corp. - March 9, 2022) - **Rritual Superfoods Inc. (CSE: RSF) (FSE: 0RW) (OTCQB: RRSFF) ("Rritual" or the "Company")** is pleased to announce that the Company's newly acquired Justgo Smoothie product line is now available to consumers throughout British Columbia at top tier retailers.

"Sales growth in British Columbia, a region with a strong natural food consumer base, represents an important milestone for the Rritual portfolio, both in establishing our brands with influential consumers and as a proving ground for national distribution," said Mr. Warren Spence, Rritual Director & CEO.

## Justgo Smoothies Now Available at the Following British Columbia Leading Retailers:

- Loblaws - City and Langley Markets
- Stong's Markets
- Popeye's Supplements
- Pomme Natural Markets
- Nesters Market

Justgo Smoothie is a Consumer-Packaged Goods health and wellness business based in Vancouver, British Columbia. Justgo provides 'grab n go' plant based nutrient dense meal replacement food and beverage products. Our formulations focus on real whole food ingredients providing complete essential proteins, slow digesting carbohydrates high in fiber and healthy fats. Ultimate nutrition and convenience using all natural whole foods blended and then fresh frozen into a convenient pouch. Keep Frozen - Add a liquid of choice blend and go!

Our mission is simple - to make 100% plant-based products that help you look and feel amazing without harming animals or costing the planet. Learn more at: <https://justgosmoothie.com/>

## **About Rritual**

Rritual Superfoods is the first award winning, premium brand in the emerging functional superfood market. At the forefront of innovation in the space, we have entered the market with plant-based elixirs and smoothies and continue to consistently expand our offering to meet and exceed our customer's needs. As a company, we believe in the power of plant-based nourishment and the vital life force that adaptogens, superfoods, and mushrooms can offer our bodies. Our products are made with mindfully-selected, organic functional mushrooms and adaptogenic herbs, traditionally consumed for their ability to support a healthy response to stress and help optimize mental, cognitive, digestive, and immune health. For more information, visit [www.rritual.com](http://www.rritual.com).

Follow Rritual on [Twitter](#), [LinkedIn](#), [Facebook](#), and [Instagram](#).

## **For further information please contact:**

Warren Spence - Chief Executive Officer and Director

Investor Relations:

E-mail: [investors@wearerritual.com](mailto:investors@wearerritual.com)

Telephone: (844) 809-5709

## Functional Foods Market

According to Grandview Research\*, it is estimated that the global functional food market is projected to reach \$275 billion by 2025, growing at 7.9% each year with consumers putting more emphasis on health and wellness.

\*<https://www.grandviewresearch.com/press-release/global-functional-foods-market>

Neither the Canadian Securities Exchange nor its Regulation Services Provider (as that term is defined in the policies of the Canadian Securities Exchange) accepts responsibility for the adequacy or accuracy of this release.

## Forward-Looking Information

This news release contains forward-looking statements and forward-looking information within the meaning of Canadian securities legislation (collectively, "forward-looking statements") that relate to Rritual's current expectations and views of future events. Any statements that express, or involve discussions as to, expectations, beliefs, plans, objectives, assumptions or future events or performance (often, but not always, through the use of words or phrases such as "will likely result", "are expected to", "expects", "will continue", "is anticipated", "anticipates", "believes", "estimated", "intends", "plans", "forecast", "projection", "strategy", "objective" and "outlook") are not historical facts and may be forward-looking statements and may involve estimates, assumptions and uncertainties which could cause actual results or outcomes to differ materially from those expressed in such forward-looking statements. No assurance can be given that these expectations will prove to be correct and such forward-looking statements included in this news release should not be unduly relied upon. These statements speak only as of the date of this news release. In particular and without limitation, this news release contains forward-looking statements relating to the Company's plans to leverage third party manufacturing and logistics, the Company's broader retail distribution plans and the Company's other plans, focus and objectives.

Forward-looking statements are based on a number of assumptions and are subject to a number of risks and uncertainties, many of which are beyond Rritual's control, which could cause actual results and events to differ materially from those that are disclosed in or implied by such forward-looking statements. Such risks and uncertainties include, but are not limited to, the impact and progression of the COVID-19 pandemic and other factors set forth under "Forward-Looking Statements" and "Risk Factors" in the final long form prospectus of the Company dated February 26, 2021 and available under the Company's profile on SEDAR at [www.sedar.com](http://www.sedar.com). Rritual undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as may be required by law. New factors emerge from time to time, and it is not possible for Rritual to predict all of them or assess the impact of each such factor or the extent to which any factor, or combination of factors, may cause results to differ materially from those contained in any forward-looking statement. Any forward-looking statements contained in this news release are expressly qualified in their entirety by this cautionary statement.

**Rritual**<sup>™</sup>  
superfoods

To view the source version of this press release, please visit <https://www.newsfilecorp.com/release/116081>