

# Rritual™

## superfoods

### **Rritual Superfoods Launches in Gelson's Markets in Southern California**

*Phase One Launch in Twelve Gelson's Markets Locations, Establishes Rritual Brand For Growth at One of America's Premier Supermarket Chains*

**VANCOUVER, April 7, 2022 – Rritual Superfoods Inc. ("Rritual" or the "Company") (CSE: RSF) (FSE: ORW) (OTC: RRSFF)** is excited to announce the Company's Superfood Products have launched at Gelson's Markets in Southern California.

"The Gelson's seal of approval is extremely valuable, and we are encouraged to be featured in twelve key locations in Southern California, with the aim to expand to all twenty-seven locations," said Mr. Warren Spence, Rritual CEO.

The full line of Rritual Superfoods products will be available in 12 Gelson's Market Locations in Southern California. Phase one will feature a strong marketing presence for Rritual products being introduced to Gelson's customers with stand alone endcap displays in each location. Building upon results, the Rritual sales and marketing team with work with Gelson's to evaluate and align the product line for growth and expansion throughout Gelson's Markets 27 locations in Southern California.

"Gelson's is a premium supermarket chain in Southern California, with prized locations from Santa Barbara to San Diego. Gelson's are highly conscientious, and they serve very loyal consumers who we believe will embrace the Rritual product line - and brand - fueling growth and reputation in this decisive "tastemaker" region," said Mr. Warren Spence.

Rritual product offerings are all USDA-certified organic and are a caffeine-free option that can be mixed with other beverages or enjoyed by itself. Rritual's proprietary Immune-Synergy Six Mushroom Blend is the only functional health product on the market that contains a daily prebiotic blend which nourishes a healthy gut microbiome and facilitates balanced digestive function.

#### **About Gelson's Markets**

Gelson's was founded in 1951 by brothers Bernard and Eugene Gelson as an extraordinary grocery shopping experience for discerning consumers. Gelson's Markets is recognized as one of the nation's premier supermarket chains. Each location is singularly known as the area's best market for superior produce, highest quality meat, seafood and deli, an unmatched selection of wine and liquor, and exceptional service.

## **About Rritual**

Rritual Superfoods is the first award winning, premium brand in the emerging functional mushroom & adaptogenic superfood market. More than a functional mushroom company, Rritual is a Superfood Platform. At the forefront of innovation in the space, we have entered the market with plant-based elixirs, 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. Rritual's superfood elixirs can be found online at [www.rritual.com](http://www.rritual.com).

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## **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.