

Rritual™

superfoods

Rritual Superfoods Appoints Mr. Douglas Campbell, VP of Sales

Mr. Campbell Extensive Sales and Marketing Experience Includes Senior Positions at Phivida, Stoli Group, Red Bull and Bacardi

VANCOUVER, April 13, 2022 – Rritual Superfoods Inc. (“Rritual” or the “Company”) (CSE: RSF) (FSE: 0RW) (OTC: RRSFF) is excited to announce the Company’s appointment of Mr. Douglas Campbell to the role of Vice President of Sales.

“Doug Campbell’s appointment as Vice President of Sales delivers a results-driven leader to the Rritual team as we grow the Rritual presence throughout North America,” said Mr. Warren Spence, Rritual CEO. “Doug’s relationships and successful sales program, built upon proven processes will allow us to identify opportunities, while maximizing existing accounts, and ultimately deliver results that are measurable and contribute meaningfully to Rritual’s long term value.”

Mr. Douglas Campbell’s Career Expertise Highlights

- **Chief Commercial Officer – Phivida, San Diego, CA** – Led North American Sales and Business Development, Developed and Implemented Global Sales Strategy ensuring all sales targets were achieved including pricing programs, promotional support, new listings execution, shelving, merchandizing programs, and product initiatives
- **Director National Accounts – Stoli Group USA, Dallas, TX** – Leadership of 70+ national accounts across the U.S. and assigned to the top accounts for the Stoli Group Portfolio including American Airlines, Darden Restaurant Group, Marriott Hotel Group, Landry’s Restaurant Group, Applebee’s, Levy, and Sodexo
- **Director of Sales – Red Bull Canada and USA, Vancouver BC & Dallas TX** - Executive leadership of 19K+ accounts in 13 states, including 9 major metros. Responsible for 6 direct and 26 indirect reports covering Sales, Marketing, and Distribution. Budget of \$7.5M+ and \$62M+ in sales revenue in 2012

“Ritual Superfoods is at an ideal phase of growth to benefit from proven creative, solution based selling strategies that will build retail and consumer loyalty to the brand and high-quality product line,” said Mr. Campbell. “I am excited to join the Ritual team, and will be tenacious in building new business, securing customer loyalty, and forging solid and lucrative relationships with external business partners.”

Ritual product offerings are all USDA-certified organic and are a caffeine-free option that can be mixed with other beverages or enjoyed by itself. Ritual'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 Ritual

Ritual Superfoods is the first award winning, premium brand in the emerging functional mushroom & adaptogenic superfood market. More than a functional mushroom company, Ritual 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. Ritual's superfood elixirs can be found online at www.ritual.com.

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

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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 Ritual’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 Ritual’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. Ritual 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 Ritual 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.