

Rritual™

superfoods

RRITUAL SUPERFOODS LISTS FULL LINE AT TARGET.COM

- *Target.com Represents Top-Tier eCommerce Opportunity for Rritual Growth*
- *Complete Rritual Product Line available at target.com*
- *Online Launch represents key step toward retail launch at Target Stores across America*

VANCOUVER, April 18, 2022 – Rritual Superfoods Inc. (“Rritual” or the “Company”) (CSE: RSF) (FSE: 0RW) (OTC: RRSFF) is pleased to announce that the Company’s full product line is now available at top-tier target.com ecommerce platform.

“Target.com is a robust eCommerce platform that provides the proving ground to new products and categories, prior to traditional retail store placement,” said Mr. Warren Spence, Rritual Director & CEO.

Target.com Rritual Launch Highlights:

- All seven Rritual skus will be available to Target.com customers
- 17.6% of the supplements and superfoods category sales company wide are sold through Target.com
- Target.com Online sales were \$25.29 Billion in 2021
- Target uses its online platform to launch new products before they launch them in stores

“This milestone, with target.com total sales surpassing \$25 billion in 2021, will help us to expand consumer knowledge regarding superfoods and their applications, building customer loyalty and driving sales,” added Mr. Spence.

About Target

Minneapolis-based Target Corporation (NYSE: TGT) serves guests at more than 1,900 stores and at Target.com, with the purpose of helping all families discover the joy of everyday life. Since 1946, Target has given 5% of its profit to communities, which today equals millions of dollars a week. Additional company information can be found by visiting the corporate website and press center and by following @TargetNews.

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.

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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. 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.