

Rritual™

superfoods

RRITUAL STRIKES STRATEGIC PARTNERSHIP WITH USA NATURAL & ORGANIC FOOD BROKERAGE POWERHOUSE, PRESENCE MARKETING LLC.

- *With 500 employees, Presence delivers unrivaled focus on natural and organic products*
- *Rritual will benefit from Presence's multi-channel penetration – from Natural Stores, to National Conventional Retailers and Wholesalers throughout the USA*
- *Deploying proprietary data and analytics, Rritual products will be positioned for greatest sales potential*

VANCOUVER, April 20, 2022 – Rritual Superfoods Inc. (“Rritual” or the “Company”) (CSE: RSF) (FSE: ORW) (OTC: RRSFF) is pleased to announce that the Company has formed a partnership with Presence Marketing LLC., a leading USA wide natural and organic food brokerage leader.

“Presence brings a best in class, channel focused sales team with strong relationships and expertise in Natural Grocery, Nutrition and Body Care, all of which will give Rritual tremendous advantages in efficiency, brand exposure and sales generation,” said Mr. Warren Spence, Rritual Director & CEO.

Presence Broker Advantages to Rritual:

- Multi-Channel Coverage with dedicated teams for Natural, Conventional and Specialty Channel Coverage
- Top Conventional Coverage includes Fred Meyer, Haggen, Safeway, Ralphps, Vons, Gelsons, Kroger, Giant Eagle, Wegmens, Publix and Winn Dixie amongst others

- Natural Channel Coverage includes Town & Country Markets, Sprouts, Whole Foods, Yes! Organic Markets, Dean's, Better Health Store, Erewhon, and Natural Grocers amongst others
- An authentic, unrivaled focus on natural and organic products, with unparalleled data and analytical capabilities
- Implementation of new brand launches to ensure a smooth and comprehensive approach regionally and nationally
- Development of efficient trade-spend plans that drive sales and boost promotional volume
- Buildout of retailer and category review strategies, monthly/quarterly goals and priorities and timely reporting on category trends and competitive analytics

About Presence Marketing LLC.

Working with PRESENCE means partnering with a mission-driven national CPG broker that “talks the talk and walks the walk.” With over 30 years of experience devoted to growing the natural and organic products industry, our fully dedicated team continues to drive the industry forward by giving 100% to everything we do. PRESENCE provides broker services for natural products to retailers and distributors from coast to coast, including Alaska, Hawaii and Puerto Rico. Our dedicated natural grocery and nutrition and body care divisions sets us apart and our teams work with retailers large and small in both the conventional and natural channels. Our extensive network of contacts allows us to penetrate deep into the retail and distributor landscape, fulfilling our manufacturer's initiatives and helping them to achieve maximum growth and potential. <https://www.pmidpi.com/>

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.rritual.com.

Follow Rritual 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 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.