

# Rritual™

## superfoods

### RRITUAL TO LAUNCH FULL LINE THROUGH WAKEFERN FOOD CORPORATION, THE LARGEST RETAILER OWNED CO-OP IN THE USA

- *Wakefern is comprised of 50 member owned companies*
- *Co-Op consists of 362 independently owned retail supermarkets*
- *Retailers include ShopRite, Price Rite Marketplace, The Fresh Grocer, Dearborn Market, Gourmet Garage and Fairway Market banners*

**VANCOUVER, April 21, 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 will be launched in May 2022 through Wakefern Food Corporation (Wakefern), the USA’s largest retailer owned co-op.

“Wakefern is a top tier retail partner for Rritual, elevating and validating the brand within extremely well managed retail environments,” said Mr. Warren Spence, Rritual Director & CEO. “The opportunity to grow the Rritual brand throughout the Wakefern’s leading retail presence in the Northeast will contribute significantly toward our brand awareness and consumer loyalty objectives.”

#### Wakefern Food Corporation Highlights:

- All 7 Rritual sku’s will be distributed throughout Wakefern’s 362 Supermarkets
- Wakefern Supermarkets include ShopRite, Price Rite Marketplace, The Fresh Grocer, Dearborn Market, Gourmet Garage and Fairway Market
- Stores throughout New Jersey, New York, Connecticut, Pennsylvania, Maryland, Delaware, Massachusetts, New Hampshire and Rhode Island

- With 50 members, Wakefern's 50 members represents the USA's largest retailer owned cooperative in the USA

## **About Wakefern Food Corporation**

Wakefern Food Corporation was founded in 1946 and is based in Keasbey, New Jersey, U.S.[3] It is the largest retailers' cooperative group of supermarkets and the fourth-largest cooperative of any kind in the United States. Wakefern was the largest private employer in New Jersey in 2018 (40,200 workers).[4] As of 2021, Wakefern has fifty member companies who own and operate 362 supermarkets,[2][5] under the brands of ShopRite, Price Rite Marketplace, The Fresh Grocer, Dearborn Market, Gourmet Garage, and Fairway Market in New Jersey, New York, Connecticut, Pennsylvania, Maryland, Delaware, Massachusetts, New Hampshire, Rhode Island, and Virginia. <https://www2.wakefern.com/>

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

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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.