

Rritual™

superfoods

RRITUAL SUPERFOODS INKS KEY NEW YORK DISTRIBUTION DEAL WITH GOTHAM BRAND MANAGERS

Rritual Product Line to Launched in Gotham's Top 300 Premium Accounts

VANCOUVER, April 26, 2022 – Rritual Superfoods Inc. (“Rritual” or the “Company”) (CSE: RSF) (FWB: 0RW) (OTCQB: RRSFF) is pleased to announce that Rritual has signed a comprehensive distribution deal with Gotham Brand Managers, covering New York City and The Hamptons.

Rritual’s relationship with Gotham provides a significant advancement toward penetrating the essential New York City and environs market, establishing the cache of Rritual Brand. Building upon their experience and deep relationships, Gotham delivers a comprehensive, best of class offering that includes:

- Selling at the chain and store level
- Merchandising at store locations
- Implementation of all marketing and promotional initiatives
- Delivery with extensive market penetration and personalized service

“I am very excited for the opportunity to work with Trent and his team at Gotham,” said Warren Spence, Rritual CEO and Director. “This agreement advances Rritual’s position through strategic placement and awareness with top retail establishments, putting our products in the hands of the ever-important New York consumer. We will start by focusing on Gotham’s top 300 premium accounts with distribution, POS (Point of Sale) and sampling (where applicable).”

Under the agreement, Gotham will sell, deliver, merchandise and market Rritual SKUs in their top independent accounts in the New York, Bronx, Kings, Queens counties along with the Hamptons.

“At Gotham, we are very excited to get into the world of functional mushrooms and we look forward to working with Warren and the Rritual team,” stated Gotham Brands Founder, Mr. Trent Moffat.

Under the terms of the Agreement with Gotham, Rritual will pay a monthly fee of US\$7,000 per month.

About Gotham

Gotham Brand Managers is a dedicated, experienced team with a long-term, win-win solution for all. Gotham Brand Managers is NOT a consultant or broker, only making introductions to distributors and chains. We are able to deliver consistent results for our customers by helping to manage brands with a back-to-basics approach. This includes selling at store level with “feet on the street,” people selling weekly with in-store visits to our key accounts throughout the region. Simply put, we work hard by showing up and doing what is needed every day for your brand. <https://www.gothambrands.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. For more information, visit 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.