

Ritual Superfoods Appoints Nathan Nowak as CEO and Member of the Board of Directors

Vancouver, British Columbia--(Newsfile Corp. - October 17, 2022) - Ritual Superfoods Inc. (CSE: RSF) (FSE: 0RW) (OTC: RRSFF) ("Ritual" or the "Company") is pleased to announce the appointment of Mr. Nathan Nowak as Chief Executive Officer and director of the Company. In his role as CEO, Mr. Nowak will be focused on enhancing Ritual's current business model of functional elixirs powered by superfood ingredients.

Mr. Nowak has over fourteen years of experience in the venture capital industry with deep expertise in technology, agriculture, and wellness industries.

Warren Spence, Ritual director, stated, "On behalf of the board we are pleased to welcome Nathan to Ritual and we are delighted he has agreed to lead the next phase of Ritual's growth." Mr. Nowak added, "I've been taking Ritual products every day for the past few weeks, Lions Mane when I wake up and Chaga in the evening. I believe there's a tremendous opportunity for this Company to reach consumers seeking premium functional products which promote a healthy lifestyle. Having spent the past 14 years successfully developing and commercializing early-stage companies, I'm looking forward to leveraging my experience in this new role with Ritual."

About Ritual

Ritual Superfoods is a premium brand in the Emerging Functional Superfood Market. To learn more please visit www.ritual.com.

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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.



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