

PLANT VEDA

Plant Veda Unveils New Yogurt Product Line PlantGurt

*Spoonable Yogurt Tubs Account for over 63% of the 115 Billion Dollar Global Yogurt Market*¹

Vancouver, B.C., November 30, 2021 – [Plant Veda Foods Ltd.](#) (CSE:MILK) (OTC:PLVFF) (XFRA:A3CS6B) (the “Company” or “Plant Veda”), an award-winning dairy-alternative food manufacturer, is pleased to announce that the Company unveiled a new product line, PlantGurt, at Planted Expo where thousands of attendees had a first hand look at the probiotic spoonable yogurt alternative.

Planted Expo, with an estimated 8,000 attendees, is an annual inclusive event in Vancouver, B.C., for anyone passionate about health and wellness.

One tub of PlantGurt (spoonable yogurt) contains billions of probiotics. Recently Markets&Markets, explained “the global probiotics industry alone is estimated to be valued at US\$61 billion in 2021 and is projected to reach US\$91 billion by 2026.”²

PLANTGURT



¹ <https://www.statista.com/outlook/cmo/food/dairy-products-eggs/yogurt/worldwide>

² <https://www.marketsandmarkets.com/Market-Reports/probiotic-market-advanced-technologies-and-global-market-69.html>

Made with simple whole food ingredients, including unsweetened and sweetened with natural agave with lean plant-based protein. Spoonable yogurts serve as a perfect snack, a base for breakfast bowls, cereals, smoothies, and so much more.

PlantGurt is currently available for purchase on Plant Veda’s website [here](#) and is expected to be available for purchase in retail stores in early 2022.

“The quality, taste and texture of our new PlantGurt product reflects the years of research and development that were dedicated to it – I couldn’t be prouder of our team,” stated Vanita Gurnani, Co-Founder and Director of Product Innovation. “With PlantGurt we will be able to address the largest product format in the yogurt market – the tub. The PlantGurt product line will initially feature 3 flavours, plain unsweetened, mango, and blueberry, and is expected to be available in stores early next year.”

Mayur Sajnani, Chief Revenue Officer of Plant Veda, went on to say, “our product was met with rave reviews from our distributors and brokers that visited the show. I expect the new line to be a large contributor to growth when commercially launched into the retailers over the next few quarters. We are looking forward to the next few quarters.”

About Plant Veda (CSE:MILK) (OTC:PLVFF) (XFRA:A3CS6B)

[Plant Veda Foods Ltd.](#) has a mission to accelerate humanity’s shift to a plant-based lifestyle. We remain clear in our goals, which is to improve the environment and humanity’s overall health through plant-based consumption. Our Company has succeeded in creating award-winning plant-based dairy alternatives, continuing shaking up the dairy-free market by creating unique, one-of-a-kind products that leave our customers forgetting about dairy to begin with.

Learn more at www.PlantVeda.com.

To subscribe to updates about Plant Veda, visit www.PlantVeda.com/pages/investors.

To find Plant Veda products at a location near you, visit www.PlantVeda.com/pages/store-locations.

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Forward-Looking Statements

This news release contains “forward-looking information” within the meaning of applicable Canadian securities legislation. Often, but not always, forward-looking information and information can be identified by the use of words such as “plans”, “expects” or “does not expect”, “is expected”, “estimates”, “intends”, “anticipates” or “does not anticipate”, or “believes”, or variations of such words and phrases or state that certain actions, events or results “may”, “could”, “would”, “might” or “will” be taken, occur, or be achieved. Forward-looking information in this news release includes statements regarding the anticipated performance of Plant Veda’s products in the dairy-alternative industry, in addition to the following: Potential outcomes from commercial release of the Company’s new PlantGurt product line. The forward-looking information reflects management’s current expectations based on information currently available and are subject to a number of risks and uncertainties that may cause outcomes to differ materially from those discussed in the forward-looking information. Although the Company believes that the assumptions and factors used in preparing the forward-looking information are reasonable, undue reliance should not be placed on such information and no assurance can be given that such events will occur in the disclosed timeframes or at all. Factors that could cause actual results or events to differ materially from current expectations include: (i) adverse market conditions; (ii) changes to the growth and size of the dairy-alternative markets; and (iii) other factors beyond the control of the Company. The Company operates in a rapidly evolving environment. New risk factors emerge from time to time, and it is impossible for the Company’s management to predict all risk factors, nor can the Company assess the impact of all factors on Company’s business or the extent to which any factor, or combination of factors, may cause actual results to differ from those contained in any forward-looking information. The forward-looking information included in this news release are made as of the date of this news release and the Company expressly disclaims any intention or obligation to update or revise any forward-looking information whether as a result of new information, future events or otherwise, except as required by applicable law.

As each individual is different, the benefits, if any, of taking the Company’s products will vary from person to person. No claims or guarantees can be made as to the effects of the Company’s products on an individual’s health and well-being. The Company’s products are not intended to diagnose, treat, cure, or prevent any disease.

This news release may contain trademarked names of third-party entities (or their respective offerings with trademarked names) typically in reference to (i) relationships had by the Company with such third-party entities as referred to in this release and/or (ii) client/vendor/service provider parties whose relationship with the Company is/are referred to in this release. All rights to such trademarks are reserved by their respective owners or licensees.