

# **Plant Veda Recruits Joanna Cruciat an Innovative Brand Expert with 20+ Years of Experience**

## *Plant Veda Launches on Message Branding Initiative*

**Vancouver, B.C., April 5, 2022** – 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 the addition of Joanna Cruciat to the Plant Veda team, as the new Brand Director.



Joanna, is an innovative brand expert with 20+ years of experience in marketing communications. She has successfully helped develop, launch and lead the implementation of a number of brands into the market. Joanna brings a solid track record in advertising, creative design, public relations, promotions, on-line marketing, social media and research.

She started her journey at Yves Veggie Cuisine over 25 years ago, working on new product development and helped her team bring consumers to the newly born meat alternative category. Since then, she has worked on branding strategies for a variety of products and brands like Gold Seal, Ocean Brands, Transylvania Flavour, Shoes2go International, and most recently Ocean Food Sales.

“Good for you food was ingrained in my family’s tradition,” stated Joanna. Having grown up with a chef as my father, and my mother’s excellent baking skills, fresh food and clean ingredients were a mainstay in our home. I have always been drawn to quality food products both personally and professionally. The passion and the drive of the Plant Veda team spoke to me deeply, as I am an entrepreneur at heart, and I have run two family businesses in both the hospitality and retail industries.”

“Shifting to plant-based, dairy-free milk products seems to be one of the biggest health trends amongst society’s movers and shakers. This demographic group knows the importance of health for themselves and the planet. I am excited to join the Plant Veda team to support their push to accelerate humanity's shift to a plant-based lifestyle and drive brand strategy and development for our line of products in the Canadian, the U.S. and global markets.”

“Brand awareness through consistent messaging is as important as the whole food ingredients we base our products on,” explained Sunny Gurnani, CEO of Plant Veda. “Quality of brand goes hand in hand with the quality of our products, they are mutually inclusive. Over the years we have recruited an impressive team dedicated to the quality of our products, and with the addition of Joanna on our brand side we have completed the circle of consistent quality throughout the whole Company.”

### **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; 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 to shake 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](http://www.PlantVeda.com).

Learn more at [www.PlantVeda.com](http://www.PlantVeda.com).

To subscribe to updates about Plant Veda, visit [www.PlantVeda.com/pages/investors](http://www.PlantVeda.com/pages/investors).

To find Plant Veda products at a location near you, visit [www.PlantVeda.com/pages/store-locations](http://www.PlantVeda.com/pages/store-locations).

### **Facebook, Twitter, Instagram, YouTube**

#### **Company Contact:**

Aaron Wong, Director

Email: [Aaron@PlantVeda.com](mailto:Aaron@PlantVeda.com)

Number: 778-840-9664

#### **Investor Relations:**

Email: [Investors@PlantVeda.com](mailto:Investors@PlantVeda.com)

Number: 778-383-6737

#### **Media Contact:**

Email: [Media@PlantVeda.com](mailto:Media@PlantVeda.com)

### **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 new accounts or tens of thousands of potential consumers, but there is no assurance that our brand messaging will impact sales. 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.