



## **Nepra Foods Hires Vice President of Ingredient Sales to Expand Growing Product Segment**

**VANCOUVER, BC / January 18, 2022** / Nepra Foods Inc. ("Nepra") (CSE:NPRA)(FSE:2P6.F)(OTC PINK:NPRFF), creator of nutritious plant-based and allergen-free food, announces the hiring of Eric Kriegisch as Vice President of Ingredient Sales as of January 1<sup>st</sup>, reporting directly to CEO David Wood. In his role, Eric will lead the development, management, and expansion of Nepra's wholesale ingredient business with the goal of doubling revenue by the end of 2022. This includes identifying synergistic opportunities with the company's consumer packaged goods (CPG) and institutional foodservice market verticals to monetize all ingredient input materials.

Eric comes to Nepra with more than 25 years of leadership and sales experience working with big-box retailers such as Best Buy, Walmart, and consumer product industry leaders such as Sun-Maid, Albertson's, Jasper Products, Orgain, Chobani, REBBL, and others. Furthermore, Eric's strategic sales vision and supply chain design processes drove sales from \$150 million to \$1 billion, nearly a 600% increase in 3 ½ years, at a leading American corporation. His customer-centric approach will help Nepra expand its customer base and create a true connection between the company and its consumers, while his expertise in sales and operations planning, supply chain management, demand planning, account management will increase sales, improve efficiencies and drive growth for the company.

Nepra's newest revenue streams-consumer packaged goods (e.g. PROPASTA™ frozen meals) and institutional foodservice (e.g. restaurant chains, schools, hospitals, etc.)-both utilize the same input materials, allowing for the rapid scaling of the company's ingredient business. Eric will be responsible for maximizing the sell-through of these ingredients which include textured plant proteins, plant-based cheeses, high protein pastas, and blended dry mixes. He will also be tasked with expanding Nepra's ingredient library by keeping a pulse on industry trends and market demands.

A recent survey from the nutrition company Kerry, reveals that 61 percent of consumers consider plants to be a preferred protein source over animal-based proteins<sup>1</sup>, yet soy and wheat are two of the "big 8" food allergens: milk, eggs, fish, shellfish, tree nuts, peanuts, wheat, and soy<sup>2</sup>. This is where Nepra's ingredient business is uniquely positioned to fill a growing need for plant-based, non-allergenic proteins.

An early focus for Eric will be expanding the sales staff and increasing the marketing of the company to reach even more R&D food professionals world-wide. Greater participation in trade exhibitions such as the International Baking Industry Expo (IBIE) in September 2022 which

attracts industry professionals from around the world seeking new ingredient formulations and innovations will enhance Nepra Foods presence in the market. Since food producers are anxiously awaiting vegetable proteins that are free from soy and gluten, Nepra's proprietary THP™ (textured hemp protein) and other allergen-free ingredients are expected to be well-received, contributing significantly to overall revenue.

"Maximizing and expanding our ingredient business is a huge focus for us in 2022, so we couldn't be happier about Eric joining our team to lead that charge," says Nepra's CEO David Wood. "His experience leading collaborative teams and driving sales for international food brands will move us closer to our revenue goals and solidify our position as innovators in the plant-based protein market."

## **About Nepra Foods**

Nepra Foods is grounded in a passion for food. We believe eating healthy shouldn't be difficult. Everybody deserves food options that are truly nutritious and taste good. Food shouldn't contain allergens that might prevent everybody in the family from enjoying it together. People shouldn't have to compromise quality and taste in what they eat even if they are trying to cut down on carbs, don't tolerate gluten or dairy very well, or don't want to eat food produced from animals. Nepra Foods is on a mission to make healthy, enjoyable food for everybody.

## **Forward-Looking Statement**

*This news release contains statements and information that, to the extent that they are not historical fact, constitute "forward-looking information" within the meaning of applicable securities legislation. Forward-looking information is based on the reasonable assumptions, estimates, analysis and opinions of management made in light of its experience and its perception of trends, current conditions and expected developments, as well as other factors that management believes to be relevant and reasonable in the circumstances at the date that such statements are made, but which may prove to be incorrect.*

*Forward-looking information involves known and unknown risks, uncertainties and other factors that may cause the actual results, performance or achievements of the Company to differ materially from any future results, performance or achievements expressed or implied by the forward-looking information, including, but not limited to, the statements relating to the Company's financial performance, business development and results of operations. Accordingly, readers should not place undue reliance on any such forward-looking information. Further, any forward-looking statement speaks only as of the date on which such statement is made. New factors emerge from time to time, and it is not possible for the Company's management to predict all of such factors and to assess in advance the impact of each such factor on the Company's business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements. The Company does not undertake any obligation to update any forward-looking information to reflect information, events, results, circumstances or otherwise after the date hereof or to reflect the occurrence of unanticipated events, except as required by law including securities laws.*

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[1] <https://thebeet.com/study-61-of-consumers-prefer-plant-based-sources-of-protein/>

[2] <https://www.fda.gov/food/food-labeling-nutrition/food-allergies>

**SOURCE:** Nepra Foods