



FOR IMMEDIATE RELEASE

October 30, 2020

**ABOVE FOOD INC. ANNOUNCES IT'S FIRST
THREE PRODUCTS IN THEIR EXTENSIVE RANGE**

Regina, Saskatchewan — **October 30, 2020** - Above Food Inc. *dba* Above Food and Ingredients ("**Above Food**") today announces their plans to disrupt the plant-based food market with their first three products.

Above Food was established in 2019 to develop and distribute premium whole plant alternatives to meat and dairy by creating delicious, densely nutritious consumer products and branded ingredients. Through its merger with Purely Canada Foods™ earlier this month, Above Food will now create products with the highest quality, sustainable, and traceable pulses, and ancient grains in North America.

In early October, Above Food announced the creation of their proprietary Whole-Plant Protein Formulations, blends of plant proteins created from the highest quality, sustainably produced heirloom pulses, and gluten-free and ancient grains, which was developed in response to the lack of complete proteins available in the plant-based food market.

Above Food announced on October 22 that it was going to market with a multi-platform, multi-category approach, including Above Meat plant-based meat alternatives; Above Dairy plant-based dairy cheese alternatives; Above Bakery plant-based protein buns & pizzas; and Above Baby plant-based baby and toddler cereals and purees. Above Food is now confirming their first three products that will hit the shelves (both physical and digital).

Above Food will introduce a line of refrigerated plant protein burger patties – named **Above Smokehouse Burgers™**, refrigerated ground plant protein meat, aptly named **Above Grounds™**, and refrigerated plant protein sausages – with the cheeky moniker **Above Brats™**. They report that all these products look like and cook like their premium beef analogue, but with lower saturated fats and higher fibre.

"We need to meet consumers where they are because this (plant-based) market is really in its infancy. So, we are focusing our initial product innovations on segments and product types within plant beef-alternatives that consumers are already familiar with, segments that are projected to experience continued high growth", - explains Martin Williams, President and Chief Innovation Officer at Above Food.

According to The Good Food Institute, over the past two years, dollar sales of refrigerated plant-based meat grew 125%, while dollar sales of frozen plant-based meat grew 15%.¹

“Our culinary and product development team are truly world-class and have carefully crafted each recipe to ensure our products are the best tasting in their respective segment, while our Holistic Nutritionists and Functional Medicine Doctors ensure we are delivering the highest quality nutrition, which is the most bio-available”, continues Williams.

Each of Above Food’s first three products come in multiple flavours and are non-GMO, gluten free, soy free, nut free and dairy free. As an added benefit, and to reinforce their commitment to sustainability, Above Food is using plant-based, compostable biopolymers in all of their packaging.

“We have set a high bar for ourselves and that is to make the whole world healthier, one seed, one field, one bite at a time”, – concludes Williams.

This is indeed a big mission, and one that we can certainly get behind.

Sources:

1 <https://www.gfi.org/marketresearch>

FOR MORE INFORMATION:

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FORWARD LOOKING STATEMENTS

This press release contains “forward-looking information” within the meaning of applicable securities laws. All statements contained herein that are not clearly historical in nature may constitute forward-looking information. In some cases, forward-looking information can be identified by words or phrases such as “may”, “will”, “expect”, “likely”, “should”, “would”, “plan”, “anticipate”, “intend”, “potential”, “proposed”, “estimate”, “believe” or the negative of these terms, or other similar words, expressions and grammatical variations thereof, or statements that certain events or conditions “may” or “will” happen, or by discussions of strategy.

By their nature, forward-looking information is subject to inherent risks and uncertainties that may be general or specific and which give rise to the possibility that expectations, forecasts, predictions, projections or conclusions will not prove to be accurate, that assumptions may not be correct and that objectives, strategic goals and priorities will not be achieved. A variety of factors, including known and unknown risks, many of which are beyond our control, could cause actual results to differ materially from the forward-looking information in this press release including, without limitation: the failure to negotiate and execute a definitive merger agreement satisfactory to the respective parties, the failure to obtain all necessary corporate and regulatory approvals and general economic, market and business conditions. Other risk factors include either Company’s ability to secure additional commercial partnerships for products, ability to comply with all applicable governmental regulations including all applicable food safety laws and regulations; impacts to the business and operations of the Company’s due to the COVID-19 epidemic; the risks inherent in having a limited operating history, the ability of the Company to access capital to meet future financing needs; the Company’s reliance on management and key personnel; competition; changes in consumer trends; and foreign currency fluctuations.

ABOUT ABOVE FOOD INC.

Above Food Inc. was established in 2019 to develop and distribute premium whole plant alternatives to meat and dairy by creating delicious, densely nutritious consumer products and branded ingredients. As an asset-light business Above Food will bring its products to market through strategic relationships with leading co-packers, distributors, and DTC e-commerce platforms. – www.abovefood.ca



ABOUT PURELY CANADA FOODS

Purely Canada Foods is a vertically integrated company supplying whole foods and ingredients, from the vast and pristine lands of Western Canada to the tables of the world. At Purely Canada Foods™ we understand that Nothing is Above Nature. Our five generations of farmers that have farmed the same lands have taught us that our relationship with nature defines how we live and what we eat. - <https://purelycanada.ca/>

