Rritual Announces CROSSMARK Partnership to Optimize Retail Growth

written by Raj Shah | April 24, 2021
April 23, 2021 (Source) – *Rritual CEO, David Kerbel, a former CROSSMARK Executive, establishes collaborative program to generate awareness and sales momentum for Rritual Superfoods*

Rritual Superfoods Inc. ("Rritual" or the **"Company")** (CSE: RSF) (FSE: 0RW) is excited to announce the Company's partnership with CROSSMARK Inc. ("CROSSMARK"). The business union represents a foundational leap for Rritual, as it was designed to accelerate brand growth and open up retail channels to reach and exceed 40,000 points of distribution in the USA.

CROSSMARK, headquartered in Plano, TX, is a leading sales and marketing services agency that specializes in growing retail brands throughout nearly every category of the consumer goods industry. For more than 100 years, CROSSMARK has accelerated the world's most powerful companies—ultimately driving sales and managing brand success. Their core services include Headquarter Sales, Retail Services, and Marketing Services. This includes eCommerce solutions, omnichannel expertise, insights and analytics, and order-to-cash—as well as both in-store and out-of-store consumer engagement. The strategic collaboration is intended to provide actionable insights that drive growth and establish Rritual as a defining brand in the superfoods category.

What CROSSMARK brings to Rritual's Growth Trajectory:

- Expertise in Every Channel: Grocery, Drug, Convenience,

Natural & Specialty, Mass, Club, eCommerce

- Headquarter Sales: Planning, Selling, Execution, Brand Management
- Retail Services: Selling, Merchandising, Shelf Management, Audits, Resets
- Marketing Services: Experiential, In-outlet Consumer Engagement, Shopper Marketing, Omnichannel Marketing, Digital Marketing, and Media
- Insights & Analytics: Proprietary Data Sets, Integrated Insights leading to Smarter Solutions that will drive Faster Growth

“CROSSMARK will accelerate Rritual’s development, contributing significantly to our overall strategy to work with national brand leaders, simply, CROSSMARK is best of class,” noted David Kerbel, Rritual CEO. “Their expertise and relationships will power the Rritual brand, allowing us to scale more expediently and efficiently on a national level with a streamlined internal team.”

According to Jim Badalati, CROSSMARK’s SVP of Customer Development West, “We are looking forward to partnering with David and the Rritual team. David and I started at CROSSMARK together over 20 years ago and are aligned with doing things right the first time.”

“At Rritual our objective is to have our brand within an arm’s length of consumer desire,” stated Kerbel. “This will be a highly effective partnership, based on the collaborative execution of our strategic sales plan. CROSSMARK and Rritual are committed to excellence. Together, we are Rritual.”

Kerbel, previously a CROSSMARK Executive, has collaborated with CROSSMARK leadership to design an approach that is tailored to Rritual’s requirements—recognizing the early stage opportunities

that exist within the superfoods category and what is needed to establish Rritual as a category leader. The relationship has also enabled both parties to value the expertise Rritual brings to the table, allowing the partnership to advance with preferred consideration.

About CROSSMARK

Today CROSSMARK accelerates brands throughout nearly every category of the consumer goods industry. Their team of 25,000+ employees are responsible for servicing all major retailers throughout North America—from buying desks to consumer baskets. Additionally, their unparalleled eCommerce and omnichannel expertise continue to innovate the industry, well beyond brick and mortar. Their newly launched proprietary CROSSMARK Accelerator™ platform delivers state-of-the-art insights and analytics through advanced modeling and artificial intelligence. The results are smarter, faster growth.

About Rritual

Rritual is a functional superfood company that creates plant-based elixirs, which support immunity, focus, and relaxation. The company is poised to dominate a segment where demand and sales are growing exponentially. Under the executive leadership with over 100 years of CPG pedigree, Rritual is launching in North America in Q2 2021 as the company positions itself as a leader in the functional health and wellness industry. Rritual's superfood elixirs can be found online at www.rritual.com.

Follow Rritual on Twitter, LinkedIn, Facebook, and Instagram.

Functional Foods Market

According to Grandview Research*, it is estimated that the global functional food market is projected to reach $275

billion by 2025, growing at 7.9% each year with consumers putting more emphasis on health and wellness.

*https://www.grandviewresearch.com/press-release/global-functional-foods-market

Neither the Canadian Securities Exchange nor its Regulation Services Provider (as that term is defined in the policies of the Canadian Securities Exchange) accepts responsibility for the adequacy or accuracy of this release.

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 Rritual'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 Rritual'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. Rritual 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 Rritual 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.