

# Rritual Appoints Sarton Molnar-Fenton, Vice President Sales USA

written by Raj Shah | April 13, 2021  
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## Senior Executive with vast CPG Experience to Lead Sales Function, Driving Growth for the Rritual product line throughout USA

**Rritual Superfoods Inc. (CSE: RSF) (FSE: 0RW) (“Rritual” or the “Company”)** is pleased to announce the Company has appointed Sarton Molnar-Fenton to lead the Company’s sales function as VP Sales USA, developing go to market and growth strategies to maximize results across multiple channels including, mass retail, grocery, convenience, club and through sales and distribution partners.

“Sarton is a tremendous addition to our team, bringing top tier CPG sales experience, from emerging to large brands, to elevate Rritual’s ability to execute on its aggressive sales campaign,” said Mr. David Kerbel, Rritual CEO. “Having worked with Sarton previously at Celsius, the drive, relationships and results oriented mindset she brings represent the ideal skillset for Rritual to execute its sales strategy at the absolute highest level going forward.”

### Sarton Molnar-Fenton Career Highlights:

- **The JET Collection – Executive Vice President Sales and Managing Partner**  
Delivered over \$100 million in incremental sales, securing

over 100,000 new points of distribution.

- **Tribe Hummus (Nestle) – Senior Executive National Sales Manager**

Managed \$20M territory with P&L responsibilities, leading all accounts; including Ahold Delhaize, Tops, Trader Joe's, C&S, Safeway, Albertsons, Publix, Wegmans and Kroger. Achieved average all-commodity volume (ACV) of \$95 on all core items.

- **The Danone Company – Senior District Manager**

Developed processes to maximize sales execution across the organization, awarded 2013 most improved region for Danone's #1 initiative – PUMA execution.

- **Celsius Inc. – Area Sales Manager**

Grew sales with all key accounts, including Shaw's, Stop & Shop, Roche Bros, Xtramart, 7-11, Tedeschi's, CVS, Walgreen's, BJ's, Costco and Walmart.

## **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](http://www.rritual.com).

Follow Rritual on [Twitter](#), [LinkedIn](#), [Facebook](#), and [Instagram](#).

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## **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>

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## **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](http://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.