Rritual Superfoods Advances Toward Full Rollout with CROSSMARK

written by Raj Shah | June 15, 2021

June 15, 2021 (Source) – *CROSSMARK Team to Launch Sales and Marketing Campaign to Rritual's 57 Targeted National and Regional Retail Chains*

Rritual Superfoods Inc. ("Rritual" or the **"Company")** (CSE: RSF) (FSE: 0RW) (OTC: RRSFF) is excited to announce the Company has conducted and completed multiple training sessions with CROSSMARK Account and Business Executives, a prerequisite designed to empower the CROSSMARK team in advance of their mobilization.

The sessions have been designed to educate the CROSSMARK team on Rritual's full line of premium brand of functional superfoods so that they are fully prepared with product knowledge, benefits and applications as they begin the process of setting up sales appointments with 57 targeted national and retail chains throughout the USA.

Highlights of the CROSSMARK Advancement:

- Rritual has completed 3 training sessions with all CROSSMARK Account and Business Executives
- Deploying CROSSMARK's proprietary Accelerator™ program, the team has identified 57 target retail chains for Rritual
- CROSSMARK's sales team is armed and ready, beginning to schedule sales appointments for Q3, for products to be shipped in Q4

“The CROSSMARK team has a highly sophisticated approach, and through their Accelerator™ program, they have analyzed proprietary syndicated data to help us identify the size of the category and the best retail targets for the upcoming sales campaign,” said Mr. David Kerbel, Rritual CEO. “The training program we have just completed with the CROSSMARK team has completed the internal process, making them armed and ready to accelerate our full launch strategy.”

Rritual product offerings are all USDA-certified organic and are a caffeine-free option that can be mixed with other beverages or enjoyed by itself. Rritual’s proprietary Immune-Synergy Six Mushroom Blend is the only functional health product on the market that contains a daily prebiotic blend which nourishes a healthy gut microbiome and facilitates balanced digestive function.

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.

SOURCE Rritual Superfoods Inc.

For further information: David Kerbel, Chief Executive Officer and Director; Investor Relations: Edge Communications Group, E-mail: investors@wearerritual.com, Telephone: 778-400-1242