Rritual Superfoods Appoints Tinuiti Digital Agency to Maximize Brand Awareness

written by Raj Shah | July 7, 2021

July 7, 2021 (Source) – *Tinuiti's Proprietary Ad Tech to Drive Traction for Rritual Products Through an Integrated eCommerce Brand Building Program*

Rritual Superfoods Inc. ("Rritual" or the **"Company")** (CSE: RSF) (FSE: 0RW) (OTCQB: RRSFF) is pleased to announce that the Company has appointed Tinuiti as its Digital Advertising Agency.

The prioritization of e-commerce is central to Rritual's growth strategy. Tinuiti provides expertise with their proprietary technology, resulting in a trail blazing and highly responsive approach to building the Rritual brand and making the most efficient use of resources directed at sales results.

Tinuiti will be responsible for coordinating search engine marketing, managing purchase of AdWords, remarketing, conversion rate optimization, paid social media, and media advertising. Tinuiti will be instrumental in lowering Rritual's acquisition cost per customer and will also strategically work to grow the Company's subscriber base thereby increasing recurring revenues.

"Rritual is excited to be working with Tinuiti, the largest independent performance marketing firm across Amazon, Google and Facebook," said Rritual CEO and Director, Mr. David Kerbel. "We anticipate substantial growth with our omni-channel e-Commerce strategy, and know that Rritual will benefit greatly from Tinuiti's proprietary technology and experience, allowing us to expand our reach rapidly and most importantly grow Rritual's

revenue.”

The strategies being deployed are designed to accelerate growth for Rritual products on all eCommerce platforms including the Company’s own direct to consumer shop, Amazon.com, Riteaid.com, Kroger owned Vitacost.com,TheGoodTrends.com, and will give a lift to new listings that Rritual obtains going forward on major health and wellness platforms.

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 Tinuiti

Tinuiti is the largest independent performance marketing firm across Google, Facebook and Amazon, with over $2 billion in digital media under management and 700 employees. With expert knowledge in search, social, Amazon & marketplaces, mobile apps, CRM & email marketing and more, Tinuiti understands success requires both strategy and channel specialization. Each solution is delivered leveraging Tinuiti’s performance planning framework, GAMMA, and enabled by a proprietary suite of marketing intelligence and media activation technology – Mobius. For more information visit http://www.tinuiti.com.

About Rritual

Rritual is a fast-growing functional superfood company that creates natural wellness products which support a holistic approach to a healthy lifestyle. 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 has launched distribution to major retailers and is positioning itself as a leader in the functional health and wellness industry as a superfood platform. Rritual markets organic wellness products in the United States through initial retail rollout which includes over 10,000 points of sale and through 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.

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