Rritual Superfoods CVS National Distribution to Begin in Major Markets

written by Raj Shah | July 31, 2021

July 30, 2021 (Source) – *Rritual's line in newly launched CVS HealthHUB will Rollout in Boston, New York, Atlanta, Dallas, Miami, Tampa, Chicago and more*

Rritual Superfoods Inc. ("Rritual" or the **"Company")** (CSE: RSF) (FSE: 0RW) (OTCQB: RRSFF) is excited to announce that over the coming weeks the Company's premium brand of functional superfoods will launch in CVS stores across the USA beginning with major markets including Boston, Providence, New York, Atlanta, Dallas, Miami, Tampa, Chicago, Cincinnati, Housto n, Austin and San Diego.

"Rritual's CVS rollout, focused in these major markets, is excellent for brand awareness and gives us a massive platform to build brand loyalty and customer satisfaction throughout the nation," noted Mr. David Kerbel, Rritual CEO and Director. "It is important to recognize that CVS HealthHUB has placed our Lions Mane products in their Memory/Focus section and our Reishi products in their Calm/Comfort section – aligning completely with Rritual's health and wellness vision and mandate."

Rritual Superfoods at CVS HealthHUB includes:

- **Chaga IMMUNE** with adaptogens Eleuthero Root and Astragalus to support healthy immune function and well-being all year round.
- **Lion's Mane FOCUS** with adaptogens Rhodiola Rosea Root and Bacopa to support brain health and cognitive function.

- **Reishi RELAX** with adaptogen Ashwagandha and cacao to help the body adapt to stress.

Rritual's placement in CVS's new HealthHUB concept, which aims to transform the 'consumer health experience' with education and personalized service from CVS trained professionals at the community level provides an exciting opportunity for Rritual and CVS to work together to develop an in-store education program for CVS trained professionals to best serve CVS consumers on their 'path to better health.'

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 CVS and HealthHUB

CVS is a health care innovation company with a simple and clear purpose: Helping people on their path to better health. CVS is united around a common goal of becoming the most consumer-centric health company. CVS is evolving based on changing consumer needs and meeting people where they are, whether that's in the community at one of our nearly 10,000 local touchpoints, in the home, or in the palm of their hand.

HealthHUB locations offer a broader range of health care services, new product categories, digital and on-demand health tools, trusted advice and personalized care. With the new format more than 20% of the store is now dedicated to health services. HealthHUB teams are improving care for patients managing chronic conditions, with a focus on recommending next best clinical actions and driving medical costs savings. The HealthHUB store

format also includes a variety of pathways to nutritional health with one-on-one and group counseling delivered by an in-store dietitian, as well as access to weight loss programs.

The design of the HealthHUB also includes community spaces and digitally enabled offerings. Wellness rooms are available for CVS professionals and community partners to host group events, including health classes, nutritional seminars and benefits education.

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

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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. 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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