Rritual Superfoods Initiates Canadian Retail Growth Strategy Signing with Ultimate Sales Canada

written by Raj Shah | May 11, 2021

May 11, 2021 (Source) – *Ultimate to Accelerate Rritual's National Strategy and Rollout*

Rritual Superfoods Inc. ("Rritual" or the **"Company")** (CSE: RSF) (FSE: 0RW) is excited to announce it has reached an agreement with Ultimate Sales Canada, a national brand management firm specializing in sales and marketing for leading natural health brands, to accelerate the Company's strategy and product rollout in Canada.

"Ultimate's founders have extensive expertise and relationships throughout the natural product industry in Canada, all of which will be put to great use in Rritual's Canadian rollout," said Rritual's VP Canadian Sales, Mr. Scott Naccarrato. "Our discussions to date indicate strong interest from Canadian retailers in the Rritual product line as they look to satisfy growing consumer demand for superfoods using mushrooms and adaptogens, and Ultimate will be a key partner in helping us to get to market in the near term."

Rritual's leadership recognizes the unique requirements to grow the brand and consumer awareness in Canada, and the Company is empowering its Canadian team to build a comprehensive network of retailers at the local, regional and national levels, ranging from grassroots health and wellness to drugstore, grocery chain and major consumer club programs.

According to John Gibbins, Vice President of Ultimate Sales Canada, “We are very excited to be partners with the Rritual Team in establishing Rritual as a category leader within the superfoods category in Canada. In my more than 40 years of experience in launching health related products to retail, I have not witnessed such a compelling product launch. Expanding market, superior products and packaging, innovative marketing and great people. A sure recipe for success.”

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 Ultimate

Ultimate Sales Canada is a leading sales agency that specializes in launching and growing retail brands in the Natural Product arena across Canada. Ultimate Sales founders, Debra Pearce and John Gibbins, with many years of experience provide expertise in the associated channels, Grocery, Drug, Mass and Natural. The sales team is experienced and knowledgeable in selling natural health products.

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.