Rritual Superfoods Ready to Launch Amazon Store in USA

written by Raj Shah | June 17, 2021

June 17, 2021 (Source) – *Amazon Store eCommerce Launch to Elevate the Rritual Brand and Expand Customer Reach Nationwide*

Rritual Superfoods Inc. ("Rritual" or the **"Company")** (CSE: RSF) (FSE: 0RW) (OTC: RRSFF) is excited to announce the full line of Rritual products have passed the approval process for listing on the Company's Amazon Store in the USA, planned for the end of June.

The Company has partnered with Orca Pacific ("Orca"), a full-service Amazon agency, for the build and optimization of the Rritual Amazon store and to execute the Company's digital marketing strategy. Engaging with Orca and launching on Amazon will strongly support Rritual's corporate mission for products to be within an arm's length of consumer desire and be available for convenient purchase. In partnership with Orca the Company will work towards a listing on Amazon Prime.

"Rritual's Amazon launch represents a significant milestone for the Company," said Mr. David Kerbel, Rritual CEO. "Rritual's multi-stage targeted launch is focused primarily on 'being where the customers are,' and no storefront in our world can help us more than Amazon to achieve that objective."

'Based on a survey done by Feedvisor on 2000+ customers in the U.S., 89% of the buyers are more likely to purchase from Amazon than any other eCommerce website.'[1]

Since winning the ECRM Buyers Choice Award in late 2020, Rritual and Amazon have been in discussions, and actively engaged in the

effort to launch the Rritual Amazon store. Rritual is building a Superfood Platform focused on wide distribution and modern innovation. At the forefront of innovation in the space, Rritual is driven to be the premium brand in the emerging functional mushroom and adaptogenic superfood market. Providing consumers with access to Rritual's product line on Amazon is essential to the Company's ambition to help lead and define the superfoods category.

"Once Rritual goes live on Amazon, it instantly becomes the focal point for our digital strategy, introducing the brand to many more customers and providing us with data and insights that will inform our leadership team in the ways we can be even more effective in serving customers and maximizing our opportunities for growth in every facet of our marketing program," added Peter Palarchio, Director of Marketing for Rritual.

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.

1	https://www.sellerapp.com/blog/amazon-seller-statistics/

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

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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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