



Planting Hope Debuts New Product Lines at Natural Products Expo West 2022

- Full lineup of brands and products showcased plus brand new product launches, including Hope and Sesame® Sesamilk™ creamers, the latest flavors from RightRice® and RightRice® Risotto, new Mozaics™ Real Veggie Chips plant-based dairy flavors, and new single-serving Veggicopia® Greek green and kalamata snack olives
- Planting Hope will have two booths #N1138 and #5194, both with full product lineups, and both serving complimentary sesamemilk lattes made with the new Hope and Sesame® Barista Blend Sesamemilk

CHICAGO, IL and VANCOUVER, BC / ACCESSWIRE / February 17, 2022 – The Planting Hope Company Inc. (TSXV: MYLK) (FRA: J94) (“Planting Hope” or the “Company”), a plant-based food and beverage company focused on producing the world’s most nutritious and planet-friendly products, is pleased to debut the Company’s new product lines at the Natural Products Expo West 2022 (“Expo West”), which will run March 9-12, 2022 at the Anaheim Convention Center.

“After a three-year break, we are thrilled to back at Expo West, showcasing a suite of new products from all of our brands,” said Julia Stamberger, CEO and Co-Founder of Planting Hope. “Innovation is part of our DNA and we are continuing to build a platform of pantry-staple products for flexitarian consumers embracing plant-based foods. We are excited to introduce our latest products to a network of leading retailers, vendors, and brokers who will be attending Expo West, the largest trade show in North America focused on natural and healthy products.”

Planting Hope will showcase its full lineup of brands and products at Expo West in two booths, one in the main hall (#5194) and one in the North building (#N1138), including the following new product lines:

Hope and Sesame®

Hope and Sesame® will debut Hope and Sesame® Sesamilk™ creamers, available in both refrigerated bottles (473 ml/16 oz) and shelf-stable Tetra Pak (330 ml/11.9 oz), in three flavors: Original Unsweetened, Vanilla Unsweetened, and Hazelnut Unsweetened. These new creamers compliment the full Hope and Sesame® Sesamemilk lineup, including three refrigerated non-GMO sesamemilk flavors in 48 oz bottles (Unsweetened Original, Unsweetened Vanilla, and Chocolate Hazelnut); six shelf-stable non-GMO sesamemilk 1L cartons (Unsweetened Original, Unsweetened Vanilla, Original, Vanilla, Chocolate, and Chocolate Hazelnut); and the new Barista Blend sesamemilk in shelf-stable 1L cartons, specially formulated for performance in hot and cold beverages.

RightRice®

RightRice® will debut new flavors: Mediterranean and Smokey Southwest, Risotto Roasted Garlic, and special edition holiday flavors in Brown Butter Sage and Holiday Stuffing.

Mozaics™

Mozaics™ will debut two new “plant-based dairy” flavors, which will be revealed at the trade show.

Veggicopia®

Veggicopia® will debut new single-serving Greek green and kalamata snack olives that have extended shelf-life and require no refrigeration.



Natural Products Expo West 2022

Expo West is the leading trade show in the natural, organic, and healthy products in North America. For this event, Expo West has over 2,700 exhibitors registered and anticipates total attendees to be between 55,000 and 60,000, of which 60% are expected to be retail buyers. The show provides a valuable opportunity for in-person discovery, drawing buyers from both big box and small independent retailers, who are seeking the latest products in organic and natural foods, clean beauty and home products, and supplements and ingredients.

Planting Hope will have two booths at Expo West:

- Booth #N1138 (North building/new innovation hall) is open (all times in PST):
 - Wednesday, March 9th from noon-6 p.m.
 - Thursday March 10th from 9 a.m. to 6 p.m.
 - Friday March 11th from 9 a.m. to 6 p.m.
- Booth #5194 (main building/hall E) is open (all times in PST):
 - Thursday March 10th from 10 a.m. to 6 p.m.
 - Friday March 11th from 10 a.m. to 6 p.m.
 - Saturday March 12th from 10 a.m. to 4 p.m.

Hope and Sesame® Sesamemilk

- Vegan
- A complete source of protein: 8 grams of protein per serving (complete protein = contains all nine of the essential amino acids that humans need to obtain from food sources)
- An excellent source of vitamin D and calcium
- Certified Gluten-Free
- Certified Kosher
- Non-GMO Project Verified and Certified by the Plant Based Foods Association
- The Unsweetened flavors contain 0 grams of sugar and are keto-friendly

RightRice® Veggie Rice

- New flavours include:
 - RightRice® Mediterranean and Smokey Southwest
 - RightRice® Risotto Roasted Garlic
 - Special edition holiday flavors:
 - RightRice® Brown Butter Sage
 - RightRice® Risotto Holiday Stuffing
- 10 grams of complete, plant-based protein
- 5 grams of fiber
- Almost 40% less net carbohydrates than a bowl of white rice
- Vegan
- Non-GMO Project Verified
- Certified Gluten-Free
- Certified Kosher
- Simple ingredients: lentils, chickpeas, peas, rice, and seasoning

Mozaics™ Real Veggie Chips

- #1 ingredient = real veggies
- Popped (not fried!) and full of flavor (Sea Salt, BBQ, and Salsa)
- 3 grams of plant protein and 3 grams of dietary fiber per serving
- No cholesterol or trans fats; half the fat of kettle potato chips or veggie straws
- Certified Kosher
- Certified Gluten-Free
- Vegan – certified plant-based by the Plant Based Foods Association
- Non-GMO Project Verified

Veggicopia™ Veggie Snacks

- Greek green and kalamata snack olives
 - Locally harvested, cured, and packaged
 - Brine-free, an ideal on-the-go snack
 - Minimally processed, simple ingredients, including kosher vinegar, extra virgin olive oil, and a touch of salt
 - No food coloring or preservatives
 - Natural source of antioxidant nutrients with a low glycemic index: just 1 gram of carbs per bag!
 - Gluten-free, certified Kosher

- Cured in wine vinegar, Greek olives are paleo-friendly and a great option for people on Whole 30 or Ketogenic diets
 - 35-60 calories per pack
- Veggie dip cups
 - Available in three flavors: Original Hummus, Roasted Red Pepper Hummus, and Black Bean Dip
 - Shelf-stable for up to 24 months
 - 4-5 grams of plant protein per cup
 - Vegan
 - Certified Gluten-Free
 - Certified Kosher

Planting Hope Engages Financial Research & Publication Ltd.

Planting Hope is at the initial stages of investigating the opportunities to expand into the European market and the Company has engaged Financial Research & Publication Ltd., a London-based consulting & media firm, to provide the Company with strategic consulting, brand media, and business development services for the European market. The engagement is effective February 16, 2022 to December 31, 2022 for a total fee of 500,000 Euros.

About The Planting Hope Company Inc.

Planting Hope develops, launches, and scales uniquely innovative plant-based and planet-friendly food and beverage brands. Planting Hope's award-winning and cutting-edge products fill key unmet needs in the skyrocketing plant-based food and beverage space. The Planting Hope brand family includes Hope and Sesame® Sesamemilk, RightRice® Veggie Rice, Mozaics™ Real Veggie Chips, and Veggicopia® Veggie Snacks. Founded by experienced food industry entrepreneurs, Planting Hope is a women-managed and woman-led company with a focus on nutrition, sustainability, and diversity. For more information visit: www.plantinghopecompany.com.

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Forward-Looking Statement

This news release contains "forward-looking statements" or "forward-looking information" (collectively referred to hereafter as "forward-looking statements") within the meaning of applicable Canadian securities legislation. All statements that address activities, events, or developments that the Company expects or anticipates will, or may, occur in the future, including statements about the Company's ability to execute on its goals, the timing pertaining to these goals the potential demand for the Company's products, the timing and success of anticipated product launches and distribution of the Company's products, and the Company's business prospects, future trends, plans and strategies. In some cases, forward looking statements are preceded by, followed by, or include words such as "may", "will," "would", "could", "should", "believes", "estimates", "projects", "potential", "expects", "plans", "anticipates", "continues", or the negative of those words or other similar or comparable words. In preparing the forward-looking statements in this news release, the Company has applied several material assumptions, including, but not limited to, the assumption that demand for the Company's product will be sustained or increase in accordance with management's projections, that the Company's current business objectives can be achieved and that its other corporate activities will proceed as expected, and that general business and economic conditions will not change in a materially adverse manner. Although the management of the Company believes that the assumptions made and the expectations represented by such statements are reasonable, there can be no assurance that any forward-looking statement herein will prove to be accurate. Forward-looking statements involve known and unknown risks, uncertainties, and other factors which may cause the actual results, performance, or achievements of the Company to be materially different from any future results, performance, or achievements expressed or implied by such forward-looking statements. Although management of the Company has attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking information, there may be other factors that cause results not to be as anticipated, estimated, or intended. Risks and uncertainties applicable to the Company, as well as trends identified by the Company affecting its industry can be found in the Company's annual information form dated January 6, 2022 and the Company's continuous disclosure record available on SEDAR at www.sedar.com. Such cautionary statements qualify all forward-looking statements made in this news release. The Company undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise, except as required by applicable law.