



Planting Hope Debuts Refrigerated Sesamemilk in Kroger Stores

- *Kroger will be the first retailer to introduce new Hope and Sesame® Non-GMO Verified sesamemilk in 48 oz refrigerated bottles*
- *Kroger is expanding the Hope and Sesame® sesamemilk product line into select Fred Meyer, Ralphs, King Soopers and Mariano's locations*

CHICAGO, IL and VANCOUVER, BC / ACCESSWIRE / December 20, 2021 – The Planting Hope Company Inc. (TSXV: MYLK) (“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 excited to announce that it is expanding its product portfolio and distribution partnership with The Kroger Co. (“Kroger”), America’s largest grocery retailer.

Kroger currently offers Hope and Sesame® Organic sesamemilk in shelf-stable cartons in three different flavors: Original, Unsweetened and Chocolate, in participating stores across the U.S. With the new purchase orders, Kroger will be the first retailer to introduce the new Hope and Sesame® Non-GMO Verified sesamemilk in 48 oz refrigerated bottles. Kroger is launching Unsweetened Original and Unsweetened Vanilla sesamemilk into the refrigerated Non-Dairy section at select Fred Meyer, Ralphs, King Soopers and Mariano's locations.

“Entering Kroger with our brand-new Non-GMO Verified refrigerated lineup of Hope and Sesame® sesamemilk marks an important milestone for Planting Hope as we continue to scale operations and rapidly expand our retail footprint,” said Julia Stamberger, CEO and Co-founder of Planting Hope. “We are excited to further our mission of providing ultra-nutritious, plant-based, planet-friendly food and beverage options to the loyal customers of the Kroger family.”

Hope and Sesame® Sesamemilk – An Ultra-Nutritious, Sustainable Milk Alternative

- Vegan
- A good source of protein: 8g of complete 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

Sesame – One of the Most Sustainable Crops on the Planet

- Requires little water to cultivate and thrives in drought conditions
- Bee-friendly and self-pollinates

- An excellent cover crop, contributing positively to sustainable agriculture
- Sesamemilk upcycles the protein remaining after sesame seeds are pressed for oil (traditionally considered a byproduct used for animal feed)

Selection and availability may vary by store. To find a participating store, use the [locator tool](#) on the Hope and Sesame® website.

About Hope and Sesame®

[Hope and Sesame®](#) has cracked the code on unlocking the dense nutrition in tiny sesame seeds to create an important new trend in plant milk: sesamemilk, both ultra-nutritious and highly planet-friendly. Sesame is sustainable, requiring very little water to cultivate, it's naturally drought- and pest-resistant, and can self-pollinate. Sesamemilk is nutritionally comparable to dairy milk, delivering 8g of complete protein per serving (including all 9 essential amino acids) – that's 8x the protein in most nut milks and 3x the protein in most oat milks. Hope and Sesame® sesamemilk is vegan, a good source of protein, an excellent source of vitamin D and calcium, is Certified Gluten-Free and Certified Kosher, and is free from soy and dairy. All Hope and Sesame® products are Non-GMO Project Verified and Certified by the Plant Based Foods Association. Hope and Sesame® was awarded Best Milk Alternative and Best Plant-Based Sustainability in FoodBev's 2021 World Plant-Based Food Awards and received the 2020 Sofi Award for Best New Product, Plant-Based Milk from the Specialty Food Association.

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 cutting-edge and award-winning products fill key unmet needs in the skyrocketing plant-based food and beverage space. 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 a 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 prospectus dated October 29, 2021 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.