



### **Planting Hope Expands Distribution of Mozaics™ Real Veggie Chips into KeHE**

- *KeHE is one of the largest and most respected grocery and natural food and beverage distributors in North America serving over 30,000 retailers*
- *The New@KeHE program is designed to propel sales and distribution for innovative new brands like Mozaics™ by enabling reach to more shelves nationwide*

**CHICAGO, IL and VANCOUVER, BC / ACCESSWIRE / February 15, 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 expanding its Mozaics™ Real Veggie Chips through the New@KeHE program at KeHE Distributors®, LLC (“KeHE”), which reaches retailers across the United States. All three of the Mozaics™ Real Veggie Chips non-GMO flavors (Sea Salt, BBQ, and Salsa) in 3.5oz bags will be available beginning April 1, 2022, through four of KeHE’s distribution centers in the United States: Stockton, Portland, Northeast Maryland, and Romeoville.

KeHE, a Certified B Corporation, is the largest pure-play distributor of natural and organic, specialty, and fresh products, servicing more than 30,000 natural food stores, chain and independent grocery stores, e-commerce retailers, and other specialty products retailers throughout North America.

“The New@KeHE program is a platform for growth for innovative snack brands like Mozaics™,” said Julia Stamberger, CEO and Co-Founder of Planting Hope. “We believe aligning with KeHE is a natural next step to propel our Mozaics™ Real Veggie Chips to their full potential. Mozaics™ features real visible veggies in a delicious popped chip and sustainable degradable packaging, connecting with KeHE’s commitment to natural, organic, specialty, and fresh products.”

#### **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

## **About Mozaics™**

Mozaics™ Real Veggie Chips deliver a tasty crunch that you can feel great about with 3g to 4g of plant protein per serving and 2-3g of dietary fiber. Our #1 ingredients are veggies you can see in each popped chip with flavors including Sea Salt, BBQ, and Salsa. Big taste, big nutrition, guilt-free – now that's a REAL veggie chip. Mozaics™ comes in 0.75oz. and 3.5oz. sizes and in the United States can be purchased at online retailers including Amazon, QVC, HiveBrands.com, and the brand's own website, mozaicschips.com, plus wholesale distributors including KeHE, Faire.com, and Tundra.com. In Canada, Mozaics™ is currently available for wholesale purchase through Ecoldeas and direct to consumers at Ecoldeas.ca. Mozaics™ has been recognized as NEXTY 2020 Finalist, Best New Salty/Savory Snack; as Mindful Food Awards/Best Veggie Chip; and as a Snaxpo Finalist.

## **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](http://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](http://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.*