

Rapidly expanding U.S. distribution is becoming a Ritual for this Superfood company

To succeed in most businesses you need a good product, good marketing and good distribution. It also helps if your industry has a tailwind. Today's company looks to have all of these as they grow their health and wellness brand initially focused in the USA.

By 2025, the global health and wellness market is forecast to have revenues of over US\$6 trillion, up 36% from US\$4.4 trillion in 2019.

Ritual Superfoods Inc. (CSE: RSF | FSE: 0RW | OTCQB: RRSFF) ("Ritual") is a health and wellness company. Ritual's natural elixirs are formulated to support physical and mental wellbeing. Ritual sells functional mushrooms and herbs combined to help clients with immunity, cognitive/brain function, and relaxation. Ritual product offerings are all USDA-certified organic and are a caffeine-free option that can be mixed with other beverages or enjoyed by itself.

Ritual's superfoods are made from natural herbs and medicines with hundreds of years of history. Ritual combines functional mushroom and adaptogens to create plant-based elixirs. Adaptogens are non-toxic herbs, roots, and fungi that work to increase your body's ability to resist stressors, restoring the body to its normal or optimal function.

Ritual's latest achievements to grow the business include:

- In H1 2021, Ritual has already surpassed its retail distribution targets for the end of 2021, exceeding

2,400 retail locations and 10,000 points of distribution. The new goal is now to achieve 6,000 stores and 20,000 points of distribution by the end of 2021.

- Key major retailers that now have Rritual's products include CVS (the largest pharmacy chain in the USA), Rite Aid (U.S. drugstore chain over 2,400 retail pharmacy locations across 17 states), Amazon, The Good Trends (B2B wholesale marketplace) and Vitacost (sells vitamins, supplements and organic grocery products).
- Strategic Sales Agency Partnership with CROSSMARK with plans to open up retail channels to reach and exceed 40,000 points of distribution in the USA. CROSSMARK is a consumer packaged goods sales agency.

With regards to the CVS distribution, Rritual state: "CVS HealthHUB has placed the Lions Mane product in their Memory/Focus section and our Reishi products in their Calm/Comfort section – aligning completely with Rritual's health and wellness vision and mandate."

Equally as important is the fact that the CVS staff can offer customers product education and personalized service. Looking at Rritual's key three products below they focus on boosting the immune system, cognitive and brain function, and on stress support. All very important areas in today's high-paced society.

Three of Rritual's products – Chaga, Lion's Mane, & Reishi

Immune Booster

CHAGA

Bursting with bioactive polysaccharides, Ritual's chaga blend combines the chaga mushroom with the Eleuthero root for optimal immune system benefits.



Brain Booster

LION'S MANE

This unique blend of lion's mane mushroom and rhodiola root supports cognitive function and brain health, while also improving your body's ability to manage stress.



Stress Support

REISHI

Rich in triterpenes, polysaccharides, fatty acids and amino acids, Ritual's reishi blend includes the Ashwagandha root to help body and mind combat anxiety. Long term use can also improve quality of sleep for restless minds.



Source: Ritual Superfoods

Next steps

- Ritual is soon to be featured on “New to the Street” shoot for wide distribution. The feature will air on Newsmax August 29th and September 5th and on Fox Business on August 30th. The feature has potential to reach **up to 540 million homes in the US and international markets**. Ritual's Company's product line and CEO will be featured in a live shoot at The Mung Bean Natural Foods and Vitamin Store in New York State.
- Announced last week, Ritual is launching a comprehensive marketing campaign to support the national rollout of Ritual products with Rite Aid throughout the USA. Rite Aid serves more than 1.6 million Americans daily.
- In the fall of 2021, Ritual will be introducing **two new superfood latte powder mixes** to promote skin-deep beauty and to boost energy & cognitive performance. They will be a latte powder mix formulated with tremella, or snow mushroom extract, reishi and an array of botanicals and berries known to promote healthy and hydrated skin, nails, and hair. Tremella fuciformis is an antioxidant-rich mushroom known to help maintain levels of collagen

which helps to keep skin hydrated, toned and youthful.

Closing remarks

Rritual Superfoods recently secured a C\$4 million underwritten “bought deal” offering expected to close on or about September 8, 2021. Once this potentially closes, Rritual will be able to use these funds to further accelerate their businesses growth plans, including the new goal to achieve product distribution to 6,000 stores and 20,000 points by the end of 2021.

Rritual Superfoods trades on a market cap of C\$29 million and is one to watch in 2021.

Rritual Superfoods’ next quarterly results could be hard to ignore

If you are a current investor or an interested party in Rritual Superfoods Inc. (CSE: RSF | OTCQB: RRSFF) then you have no right to say you don’t know what is going on with this company. I don’t think I’ve ever seen a company issue as many press releases over a 2 month period as Rritual. By my count, they have produced 17 press releases and one quarterly result since we last wrote about the Company on InvestorIntel on May 26th. The exciting thing is that most of these press releases are about sales and marketing milestones being achieved. Sure there is a couple of boring ones in there like Rritual Superfoods Inc. is pleased to announce that it will present at the Lytham Partners Summer 2021 Investor Conference, which is notable and may be of interest to some but not me. I’m a numbers guy, so news about May purchase orders and all the

product launches and shipment deliveries is what I'm looking at.

As noted above, on May 28th Rritual released quarterly results for the nine months ending March 31, 2021. Unless you like reading the MD&A there isn't much to review here primarily because the Company was still ramping up its production capability, building out the management team and lining up all the distribution opportunities for its products. Revenue of \$721 for the quarter isn't very telling of where Rritual is headed, and no I haven't missed any zeroes on the end of that number. For example, March 30th was when it was announced that Rite Aid stores throughout the USA would be the first national retail rollout occurring in Q2 and Q3. So we're going to have to wait until at least Q2 numbers or possibly Q3 to see results flow through to the bottom line.

In the meantime, we can look at what Rritual has been up to over the last two months to get a flavor for what those future results might look like. Don't worry, I'm not going to discuss all 17 press releases but there are a few that have attracted my attention. For starters, on Jun 8th the Company stated that it had already surpassed its retail distribution targets for the end of 2021, exceeding 2,400 retail locations and 10,000 points of distribution. This has led to revised targets, based on the current lineup, to reach 6,000 stores and 20,000 points of distribution this year. That's an impressive step change in yearend targeted distribution, and let's not forget that there is also product development occurring to enhance and expand the existing product lineup.

Then there's the May purchase orders announced on June 10th, which told us that the Company has received purchase orders totaling CAD \$306,000 in the last week of May. May was effectively the first month of full-scale commercial operations so one can expect that this is a starting point and

that as retail and distribution points expand the numbers could get pretty big. According to Rritual, based on the guidance of 6,000 stores and 20,000 points by year end, they expect to achieve a monthly run rate in the United States of CAD \$1,300,000 achieving approximately 31-42% blended margins. By now you might be starting to get a feel for why I suggested ignoring the last quarterly results and its paltry \$721 in revenue.

And now a little name dropping to really grab your attention – Amazon. On June 17th the Company announced 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. Mr. David Kerbel, Rritual CEO is quoted as saying "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."

That news was followed up on June 25th that the full line of Rritual products have successfully been delivered to the Amazon Fulfillment Center and will be available to customers. I'm not sure if Amazon only counts as 1 distribution point or if it's even included in the retail location count but this news in itself could be transformational for the Company.

These are what I consider to be highlights of the last two months but I'm not a retail expert by any stretch of the imagination. Other news includes the launching of its premium brand of functional superfoods in CVS Stores nationwide, and the latest product innovation plant-based collagen enhancers to Create "Beauty from Within" looking to replace animal based collagen enhancers. Maybe these are even more impactful than what I've identified. Regardless, the next two quarters look to be very exciting for Rritual Superfoods and the quarterly results could be hard to ignore going forward.

Disclosure: The author is long Rritual Superfoods Inc. (CSE: RSF).

Dedicated to immunity, cognitive functions and relaxation – Rritual Superfoods product line to hit the USA in Q2

Natural based products that can boost our physical and mental well-being are becoming increasingly popular. The public is learning that spending on health and reducing disease is a wise move both financially and for your long term health and happiness.

By 2025, the global health and wellness market is forecast to have revenues of over US\$6 trillion, up 36% from US\$4.4 trillion in 2019.

One company tapping into this emerging health and wellness market is Rritual Superfoods Inc. (CSE: RSF) (“Rritual”). **Rritual is dedicated to using functional mushrooms and herbs combined to help clients with immunity, cognitive/brain function, and relaxation.**

Rritual Superfoods are made from natural herbs and medicines with hundreds of years of history. Rritual combines functional mushroom and adaptogens to create plant-based elixirs. Adaptogens are non-toxic herbs, roots, and fungi that work to increase your body’s ability to resist stressors, restoring the body to its normal or optimal function.

Why buy Rritual Superfoods?



Why Ritual?

Take charge of your health like never before.

Ritual offers a range of products to fit every lifestyle. Our natural elixirs are powered by super ingredients that help you navigate the mental, emotional, and physical challenges of our modern lifestyle, helping you find the balance you've been missing.

Dedicated to Well-Being

Dedicated to purity, efficacy, and sustainability, all Ritual products are certified organic, gluten-free, vegan, and made with only non-gmo ingredients and no added sweeteners or artificial flavors of any kind.

Ritual natural elixirs are formulated to support your physical + mental wellbeing. Our products possess unique properties to help you boost immunity, improve brain function, adapt to stress and more.

Source

Ritual states:

“Our small batch elixirs are made with limited, yet very purposeful and organic ingredients – beginning with naturally harvested mushrooms, herbal spices like cinnamon and ginger, and whole foods like coconut + fruit powders to create blends that are as delicious as they are beneficial.”

Ritual Superfoods is just beginning to commercialize their products in the USA

Ritual Superfoods is launching in North America in Q2 2021 as the company positions itself as a leader in the functional health and wellness industry. This is good news for investors as successful commercialization potentially leads to rapidly growing revenues and profits. This also potentially leads to stock price appreciation as the market re-rates a company.

Ritual Superfoods products for cognitive, immune, and stress/sleep support



Chaga Immune



Lion's Mane Focus



Reishi Relax

Source

Ritual CEO David Kerbel recently stated in an exclusive interview with InvestorIntel that “functional mushrooms have been around for 2000 years and Ritual has taken it to the next level by adding the adaptogens...We are right on the cusp of becoming that premium brand in the space...”

It is also interesting to note that functional mushrooms are a Top-10 rated food in the \$275 billion functional food market.

More about the company's rapid progress since recently listing on the CSE

Ritual Superfoods only listed on the CSE in March 8, 2021 so their story is still very new. Then on March 11 Ritual announced their launch of a U.S. facing e-commerce website [Ritual.com](https://ritual.com). With the announcement came the news that Ritual's Reishi Relax products won a ECRM Buyer's Choice Award at the 'Whole Body & Mind Wellness' virtual trade show. On March 17 Ritual announced that they had completed a second commercial scale manufacturing run. This is an important step to support their Q2 2021 U.S. product launch. Then on March 30 Ritual announced: “Ritual Superfoods to launch product line in Rite Aid Stores nationwide...throughout the USA in Q2 and Q3.” What a month of tremendous news flow!

CEO Kerbel stated:

“To meet expected demand, we have ramped up securing raw materials and scheduled commercial scale production runs. Maintaining a consistent and scalable manufacturing cycle is a core focus as we look forward to bringing our products to the major retailer shelves soon. Our team has been carefully and methodically building our logistics infrastructure which will allow for not only our needs today but also will allow us to achieve sustainable growth into the future.”

Closing remarks

If the COVID-19 pandemic has taught us anything, it is that we need to look after our health, especially our immune system, and our mental and physical well-being.

Rritual Superfoods is just beginning their journey to tap into the health and wellness market, a global market that is forecast to grow from about US\$4.4 trillion to US\$6 trillion in the next 5 years.

Rritual Superfoods currently trades on a market cap of just C\$34 million and looks to be worth following closely as they make their launch into the U.S starting in Q2, 2021.