

# David Kerbel on the launch of Rritual's premium brand of functional superfoods online with Rite Aid

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In a recent InvestorIntel interview, Tracy Weslosky speaks with David Kerbel, CEO and Director of [Rritual Superfoods Inc.](#) (CSE: RSF) about Rritual's recent milestones including the [launch](#) of its premium brand of functional superfoods online with Rite Aid and surpassing full-year 2021 USA retail distribution targets within the first half of the year.

In this InvestorIntel interview, which may also be viewed on YouTube ([click here to subscribe to the InvestorIntel Channel](#)), David went on to say that with the worldwide demand for functional superfoods, Rritual has accelerated the Company's strategy in [Europe](#) and product rollout in [Canada](#). Rritual recently announced their May purchase orders representing a strong launch in the first month of their full-scale commercial operations. Advancing toward full rollout with [CROSSMARK](#), David also provided an update on Rritual's [letter of intent](#) with NEXE Technologies Corp. for compostable superfood products.

To watch the full interview, [click here](#).

## About Rritual Superfoods Inc.

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](http://www.rritual.com).

To learn more about Rritual Superfoods Inc., [click here](#)

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If you have any questions surrounding the content of this interview, please email [info@investorintel.com](mailto:info@investorintel.com).

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## **David Kerbel on launching Rritual's premium brand of functional superfoods in Rite Aid stores throughout the USA**

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In a recent InvestorIntel interview, Tracy Weslosky spoke with David Kerbel, CEO and Director of [Rritual Superfoods Inc.](#) (CSE: RSF) about launching Rritual's premium brand of functional superfoods in Rite Aid stores throughout the USA in Q2 and Q3.

In this InvestorIntel interview, which may also be viewed on YouTube ([click here to subscribe to the InvestorIntel Channel](#)), Mr. Kerbel went on to say that Rritual combines functional mushroom and adaptogens to create plant-based elixirs which support immunity, cognitive function, and relaxation. Functional mushrooms are a Top-10 rated food in the \$275 billion functional food market. Mr. Kerbel added that functional mushrooms have

been around for 2000 years and Rritual 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,” Mr. Kerbel added.

To watch the full interview, [click here](#).

### **About Rritual Superfoods Inc.**

Rritual is a functional superfood company that creates plant-based elixirs, which support immunity, focus and relaxation. 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 is launching in North America in Q2 2021 as the company positions itself as a leader in the functional health and wellness industry.

To learn more about Rritual Superfoods Inc., [click here](#)

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