

# simply·better

## B R A N D S

### Simply Better Brands Corp. continues to expand its U.S.-based distribution of TRUBAR™ into Costco

*Women-founded, Women-led Nutrition Brand Introduces Dessert-inspired, Plant-Based Protein Bars in Select Costco Locations.*

VANCOUVER, British Columbia, September 10, 2021 (GLOBE NEWSWIRE)—Simply Better Brands Corp. (the “**Company**” or **Simply Better Brands**) (TSX Venture: SBBC) announced their newest retail expansion into Costco. Their plant-based protein bar, TRUBAR, introduces a first-of-its-kind food category, where delicious, dessert-inspired flavor meets clean and simple ingredients. TRUBARs will be available for a limited time in Costco Southeast Clubs, located in GA, TN, NC, SC, FL, MS and AL in the United States. Costco will be carrying a dual pack "Oh Oh Cookie Dough" and "Daydreaming About Donuts" flavors.



“The entry into Costco builds upon our broad distribution at other U.S.-based strategic retailers like Amazon, Target, Whole Foods, Fresh Thyme and Walgreen’s,” said CEO at Simply Better Brands, Kathy Casey. “It is a proof point on our mission to acquire and build innovative, nascent wellness brands focusing on the Millennial and Gen Z cohorts.”

Obsessed with blurring the lines between healthy and delicious, TRUBARs have tapped into an entirely new space, which they’re coining as Indulgent Nutrition™. “For so long consumers endured the reality that most snacks either taste good, yet use unrecognizable ingredients, or they use clean ingredients—and taste like cardboard,” said Co-Founder and CEO at TRU Brands Inc. (a wholly owned subsidiary of the Company), Erica Groussman. “One of my big goals when bringing TRUBARs into emerging markets is to simplify the shopping experience, making it easier for

those who aim to eat better but aren't willing to sacrifice taste Gen Z generations in the rapidly growing plant-based, natural, and active lifestyle space.”

Building upon the success of the initial TRUBAR offering, TRU Brands Inc. plans to extend its flavor options and enter other consumer-centric subcategories.

### **About Simply Better Brands Corp.**

Simply Better Brands Corp. leads an international omni-channel platform with diversified assets in the emerging plant-based and holistic wellness consumer product categories. The Company's mission is focused on leading innovation for the informed Millennial and Generation Z generations in the rapidly growing plant-based, natural, and clean ingredient space. The Company continues to focus on expansion into high-growth consumer product categories including CBD products, plant-based food and beverage, and the global pet care and skin care industries. For more information on Simply Better Brands Corp., please visit: <https://www.simplybetterbrands.com/investor-relations>.

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### **Forward-Looking Information**

Certain statements contained in this news release constitute "forward-looking information" and "forward looking statements" as such terms are used in applicable Canadian securities laws. Forward-looking statements and information are based on plans, expectations and estimates of management at the date the information is provided and are subject to certain factors and assumptions, including, that the Company's financial condition and development plans do not change as a result of unforeseen events and that the Company obtains regulatory approval. Specifically, this news release contains forward-looking statements and information relating to availability of TRUBAR products in the United States and product expansion plans. Forward-looking statements and information are subject to a variety of risks and uncertainties and other factors that could cause plans, estimates and actual results to vary materially from those projected in such forward-looking statements and information. Factors that could cause the forward-looking statements and information in this news release to change or to be inaccurate include, but are not limited to, the risk that any of the Company's assumptions prove not to be valid or reliable, that the Company's financial condition and development plans changes, and delays in regulatory approval, as well as the other risks and uncertainties applicable to the wellness industries and to the Company, and as set forth in the Company's annual information form available under the Company's profile at [www.sedar.com](http://www.sedar.com). The Company undertakes no obligation to update the forward-looking statements and information, other than as required by applicable law.