



Naturally Splendid Announces Distributor for Western Canada

Vancouver, British Columbia – The Newswire – October 26, 2020 - Naturally Splendid Enterprises Ltd. ("Naturally Splendid", "NSE" or "the Company") (FRANKFURT:50N) (TSXV:NSP) (OTC:NSPDF) is pleased to announce Summit Specialty Foods as the first distributor of NATERA Plant Based Foods.

Summit Specialty Foods distribution points include Save-On-Foods, Price Smart, Urban Fare, Quality Greens, Safeway, Whole Foods, Askews Foods, Buy-Low Foods, Choices Markets, London Drugs, Natural Markets Food Group including Mrs. Greens & Planet Organics, Nature's Fare and many more.

Summit Specialty Foods has been in business since 1998 with their head office located in Vernon, British Columbia and have strategically located warehousing in Vancouver and on Vancouver Island, servicing major markets throughout BC and Western Canada.

Naturally Splendid CEO Mr. J. Craig Goodwin states, *"We are very familiar with the Summit Team having the good fortune to have worked with them in the past. We look forward to working with Summit again, this time distributing NATERA Plant Based Foods to their extensive roster of clients. Summit's expertise in distributing specialty foods to their established customer base of mass market grocery chains, independent retailers and food service will prove to be of great benefit"*.

The demand for plant-based meat alternatives continues to expand. An increasing number of consumers are demanding plant-based meat alternatives, as either part of a healthy lifestyle, personal ethical choice, in consideration of a sustainable food source, or a combination of these driving issues.

According to market research firm Statista, 43 per cent of Canadian consumers are actively trying to incorporate more plant-based protein into their diets. In 2018, retail sales of meat alternatives reached approximately (208.5million CAD dollars), this was forecast to increase to around 297.5 million CAD dollars in 2022.¹

¹ <https://www.statista.com/statistics/981282/meat-substitute-sales-canada/#statisticContainer>

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About Naturally Splendid Enterprises Ltd.

NSE operates a Safe Quality Food Level 2 certified food manufacturing facility just outside Vancouver, BC in Canada. We have established numerous healthy, functional foods under recognized brands such as Natera Sport(TM), Natera Hemp Foods, CHII(TM), Elevate Me(TM) and Woods Wild Bar. The Company has a myriad of new products and line extensions under development that are approaching launch. NSE has also developed proprietary technologies for the extraction of high demand, healthy omega 3 and 6 oils from hemp. NSE is the current "go-to" manufacturer for healthy, functional food products and ingredients focusing on plant-based ingredients. The Company provides contract manufacturing services for many global healthy food companies, private labelling a wide variety of nutritional food products destined for global healthy food markets.

For more information e-mail info@naturallysplendid.com or call Investor Relations at 604-673-9573

On Behalf of the Board of Directors

Mr. J. Craig Goodwin
CEO, Director

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Forward-Looking Statements

Information set forth in this news release contains forward-looking statements that are based on assumptions as of the date of this news release. These statements reflect management's current estimates, beliefs, intentions and expectations. They are not guarantees of future performance. Naturally Splendid cautions that all forward looking statements are inherently uncertain and that actual performance may be affected by a number of material factors, many of which are beyond

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Naturally Splendid's control including, Naturally Splendid's ability to compete with large food and beverage companies; sales of any potential products developed will be profitable; sales of shelled hemp seed will continue at existing rates or increase; the ability to complete the sales of all bulk hemp seed purchase orders; and the risk that any of the potential applications may not receive all required regulatory or legal approval. Accordingly, actual and future events, conditions and results may differ materially from the estimates, beliefs, intentions and expectations expressed or implied in the forward-looking information. Except as required under applicable securities legislation, Naturally Splendid undertakes no obligation to publicly update or revise forward-looking information.

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