TRUBAR INC. ANNOUNCES CONTINUED RETAIL EXPANSION OF TRUBAR™ IN CANADA

- **Recent expansions with Costco, Pattison Food Group and Healthy Planet stores increase the availability of TRUBAR™ to more than 3,750 retail doors across Canada and over 20,000 doors in North America.**

VANCOUVER, BC, Sept. 8, 2025 /CNW/ - TRUBAR Inc. ("TRUBAR" or the "Company") (TSXV: TRBR) (OTCQX: TRBRF), a better-for-you snacking company focused on delivering high-quality, plant-based protein products with exceptional taste and made with clean, recognizable ingredients, is pleased to announce the continued retail expansion of TRUBAR**™** in Canada with launches in Costco, Pattison Food Group and Healthy Planet stores. The recent expansions increase the availability of TRUBAR™ in more than 3,750 retail doors across Canada.

TRUBAR™

The latest TRUBAR™ launches are now underway in:

- Costco Canada East, expansion into 71 stores in Ontario, Quebec, Nova Scotia and Newfoundland and Labrador.
- 242 Pattison Food Group stores operating under the retail banners Save-on-Foods, Urban Fare and Buy Low Foods. Pattison is Canada's largest Western-based provider of food and health products.
- 37 Healthy Planet stores, Ontario's leading health and wellness retailer featuring a full selection of better-for-you products.

The inclusion of Costco, Pattison Food Group and Healthy Planet further enhances TRUBAR**™** retail footprint across Canada. These additions join an already extensive network that includes Walmart, Loblaws, Real Canadian Superstore, Fortino's, Zehrs, Your Independent Grocer (YIG), Sobeys, Safeway, IGA, Longo's, Thrifty Foods, Fresh Street Market, Metro, Food Basics, Whole Foods, Shoppers Drug Mart, Bulk Barn, 7-Eleven, Nature Emporium, and many other Canadian retailers, as well as online availability through Trubar.ca and Amazon.ca.

"These recent launches build on our growing momentum in Canada, where we have a strong mix of regional and national retailer partners from coast to coast," said Erica Groussman, Co-Founder & Chief Executive Officer of TRUBAR™. "I'm very pleased with the progress we have made ramping up our North American distribution footprint over the last several months. With the additional resources and investment dedicated to the Canadian market, we are well-positioned to accelerate this growth and deepen our presence across the country."

About TRUBAR INC.

TRUBAR Inc. is a better-for-you snacking company focused on delivering high-quality, plant-based protein products with exceptional taste and made with clean, recognizable ingredients. TRUBAR™, the Company's signature product line, is distributed through national retailers, club stores, and e-commerce platforms across North America. The Company is focused on expanding TRUBAR™'s presence throughout North America and select international markets. For more information, visit: https://www.trubarinc.com/

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in *the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.*

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, among others, that the Company's financial condition and development plans do not change as a result of unforeseen events, the regulatory climate in which the Company operates, and the Company's ability to execute on its business plans. Specifically, this news release contains forward-looking statements relating to, but not limited to expansion plans for TRU Brands products, and the success of the Company's marketing efforts.

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 assumptions referred to prove not to be valid or reliable, that occurrences such as those referred to above are realized and result in delays, or cessation in planned work, that the Company's financial condition and development plans change, ability to obtain necessary regulatory approvals for proposed transactions, as well as the other risks and uncertainties applicable to the plant-based food, clean ingredient skincare and plant-based wellness or broader wellness industries and to the Company, and as set forth in the Company's management's discussion and analysis available under the Company's SEDAR+ profile at www.sedarplus.com.

The above summary of assumptions and risks related to forward-looking statements in this news release has been provided in order to provide shareholders and potential investors with a more complete perspective on the Company's current and future operations and such information may not be appropriate for other purposes. There is no representation by the Company that actual results achieved will be the same in whole or in part as those referenced in the forward-looking statements and the Company does not undertake any obligation to update publicly or to revise any of the included forward-looking statements, whether as a result of new information, future events or otherwise, except as may be required by applicable securities law.

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