



Cboe Ca: **CZZL** | OTCQB: **CZZLF** | FRA: **8YF**

Cizzle Brands Adds to its Presence in Ontario with Placements of CWENCH Hydration™ in Healthy Planet and Farm Boy

The availability of CWENCH Hydration™ in Healthy Planet and Farm Boy, both of which are leading retailers in Ontario, will further enhance visibility and availability of the product as its market share continues to increase.

TORONTO, ONTARIO, CANADA – March 27, 2025 - Cizzle Brands Corporation (Cboe Canada: CZZL) (OTCQB: CZZLF) (Frankfurt: 8YF) (the “Company” or “Cizzle Brands”), is pleased to announce that each of [Healthy Planet](#) and [Farm Boy](#) are now carrying CWENCH Hydration™ in their stores across Ontario. [CWENCH Hydration™](#) is Cizzle Brands’ flagship product, which is currently available in over 1,800 points of distribution across North America.

Healthy Planet is a 38-store chain operating across the province of Ontario. It carries a wide range of vitamins, herbs, supplements, grocery, and hygiene products, and offers its customers access to holistic nutritionists and naturopathic doctors to assist with purchasing decisions. Healthy Planet is carrying all five CWENCH Hydration™ Ready-to-Drink (“RTD”) beverage flavours, as well as the 10-count and 315-gram formats of the Hydration Mix powder, and all four varieties of CWENCH protein blend. In addition to availability in all 38 of Healthy Planet’s stores, the full lineup of CWENCH products is also sold through [Healthy Planet’s online store](#). CWENCH Hydration™’s RTD, which is made in Canada, is also being featured in Healthy Planet’s main flyer (for March 6 through April 2) under its *Proudly Canadian Sale*, with an additional front-page feature on Healthy Planet’s *Sports Nutrition* flyer (for March 13 through April 2).

Part of the Empire Company family of grocery stores, which includes Sobey’s and FreshCo, Farm Boy is a “Fresh Market” chain of 51 stores across the province of Ontario. To start, 21 Farm Boy stores are carrying CWENCH Hydration™ RTD in the *Blue Raspberry*, *Cherry Lime*, and *Rainbow Swirl* varieties.

Both the Healthy Planet and Farm Boy chains have a significant presence in key Ontario markets that include the Greater Toronto Area, London, Kitchener/Waterloo/Cambridge, and Ottawa. These store locations are expected to help CWENCH Hydration™ gain further market penetration in leading Canadian population centres.



Cboe Ca: **CZZL** | OTCQB: **CZZLF** | FRA: **8YF**



CWENCH Hydration™, seen on shelves at Healthy Planet above, is now available at Healthy Planet and Farm Boy. Both retailers have a large presence in Ontario.

Cizzle Brands' Founder, Chairman, and Chief Executive Officer John Celenza commented, "We hand-picked both Healthy Planet and Farm Boy as some of the newest retailers to be carrying CWENCH Hydration™ in Ontario, as they have a proven reputation throughout the province as leaders in their respective categories, particularly with respect to health-focused hydration products such as CWENCH. We are grateful for the enthusiasm towards CWENCH Hydration™ that both chains have displayed, as this support is key for sustaining momentum and driving sales growth. Our team looks forward to continuing to work with Healthy Planet and Farm Boy, as we continue commercializing CWENCH Hydration™ as a leading sports hydration brand that is only continuing to grow."

Healthy Planet Director of Purchasing Imran Shaikh commented, "We are excited to be adding CWENCH Hydration™ to our product selection, as with a solid range of electrolytes, no sugar, and all-natural ingredients, we believe that it aligns well with what health-oriented consumers are looking for when it comes to hydration options. The Cizzle Brands team has proven to be helpful and engaging every step of the way, and we look forward to working together in bringing CWENCH Hydration™ to our customer base."



Cboe Ca: **CZZL** | OTCQB: **CZZLF** | FRA: **8YF**

About Cizzle Brands Corporation

Cizzle Brands Corporation is a sports nutrition company that is elevating the game in health and wellness. Through extensive collaboration and testing with leading athletes and trainers across several elite sports, Cizzle Brands has launched two leading product lines in the sports nutrition category: (i) CWENCH Hydration™, a better-for-you sports drink that is now carried in over 1,800 stores in Canada, the United States, and Europe; and (ii) Spoken Nutrition, a premium brand of athlete-grade nutraceuticals that carry the prestigious NSF Certified for Sport® qualification. All Cizzle Brands products are designed to help people achieve their best in both competitive sports and in living a healthy, vibrant, active lifestyle.

For more information about Cizzle Brands, please visit: <https://www.cizzlebrands.com/>

For more information about CWENCH Hydration™, please visit:
<https://www.cwenchhydration.com>

Notice Regarding Images and Links: This press release may contain images and/or links to outside web pages, which could play an important role in providing the full context of the news update being conveyed through this press release. Some news aggregation services may remove these images and/or links at their discretion. Therefore, readers are encouraged to access SEDAR+ or the *News* section of the Cizzle Brands Corporation website to view this press release containing all images and/or links as originally published.

On behalf of the Board of Directors of the Company,

CIZZLE BRANDS CORPORATION

"John Celenza"

John Celenza, Founder, Chairman, and Chief Executive Officer

For further information, please contact:

Setti Coscarella
Head of Corporate Development
investors@cizzlebrands.com
1-844-588-2088

CAUTIONARY NOTE REGARDING FORWARD-LOOKING INFORMATION

This news release contains "forward-looking information" which may include, but is not limited to, information with respect to the activities, events or developments that the Company expects or anticipates will or may occur in the future, such as, but not limited to: new products of the Company and potential sales and distribution opportunities. Such forward-looking information is often, but not always, identified by the use of words and phrases such as "plans", "expects",



Cboe Co: **CZZL** | OTCQB: **CZZLF** | FRA: **8YF**

"is expected", "budget", "scheduled", "estimates", "forecasts", "intends", "anticipates", or "believes" or variations (including negative variations) of such words and phrases, or state that certain actions, events or results "may", "could", "would", "might" or "will" be taken, occur or be achieved. Various assumptions or factors are typically applied in drawing conclusions or making the forecasts or projections set out in forward-looking information. Those assumptions and factors are based on information currently available to the Company.

Forward looking information involves known and unknown risks, uncertainties and other risk factors which may cause the actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking information. Such risks include risks related to increased competition and current global financial conditions, access and supply risks, reliance on key personnel, operational risks, regulatory risks, financing, capitalization and liquidity risks. Although the Company has attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking information, there may be other factors that cause results not to be as anticipated, estimated or intended. There can be no assurance that such information will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on forward-looking information. The Company undertakes no obligation, except as otherwise required by law, to update these forward-looking statements if management's beliefs, estimates or opinions, or other factors change.