



The Premium Brand in the Emerging Functional Mushroom & Adaptogenic Superfood Market

RSF: CSE



investors@wearerritual.com

About

Rritual Superfoods Inc. offers a range of plant-based elixirs to fit every lifestyle. Our natural and organic elixirs are powered by scientifically-proven super ingredients that help navigate the mental, emotional, and physical challenges of modern lifestyle and help find the balance that's been missing.

Under the executive leadership with over 100 years of CPG pedigree, Rritual is launching in North America as the company positions itself as a leader in the functional health and wellness industry. Rritual's superfood elixirs can be found online at www.rritual.com.

Products

Dedicated to purity, efficacy, and sustainability, all Rritual products are certified organic, gluten-free, vegan, and made with only non-gmo ingredients and no added sweeteners or artificial flavors of any kind.



The Opportunity

Global shift towards functional foods that support wellness with 7.9% CAGR growth to 2025¹

Covid-19 Pandemic has Supercharged Growth with mushroom demand currently outstripping supply

Functional Mushroom Demand is Growing Exponentially and forecast to rise from \$23B to \$34B by 2024

Industry is at an early but rapid stage of development and a dominant consumer brand has yet to emerge

¹ Grandview Research, Functional Foods Market Size, Share & Trends Analysis, 2019



Chaga Immune: enhances immune health and stress defense, featuring a synergistic blend of immune-boosting botanicals such as Atragulus and Rritual's proprietary immune blend[™]



Reishi Relax: formulated for stress support, balanced mood and blissful sleep, infused with ashwagandha root, cacao and cinnamon to support optimal wellbeing.



Lion's Mane Focus: optimizes cognitive health, memory and creativity, providing a proven mental boost with a mix of Rhodiola root and Ayurvedic herbs such as Bacopa.

Ritual's Powerhouse CPG, Branding & Wellness Team



David Kerbel CPG
CEO

30+ years of senior experience in retail, brokerage and CPG. Through direct efforts, David increased sales for Celsius Holdings (CELH) by \$36M in 2010.



Stacey Gillespie
CCO & Director of Formulations

25+ years of leadership in brand and product strategy for wellness companies such as MegaFood, Aura Cacia, and Gaia Herbs.



Warren Spence
COO & Director

25+ years in the food and beverage industry, including senior roles with brands such as Red Bull, Olivieri, and Nude Beverages.



Sarton Molnar-Fenton
VP Sales USA

Sarton started her career with Vitamin Water and has worked for large companies like Danone where she was a District Manager. Sarton also helped launch the Hydralyte brand in the US.



Scott Naccarrato
VP Sales Canada

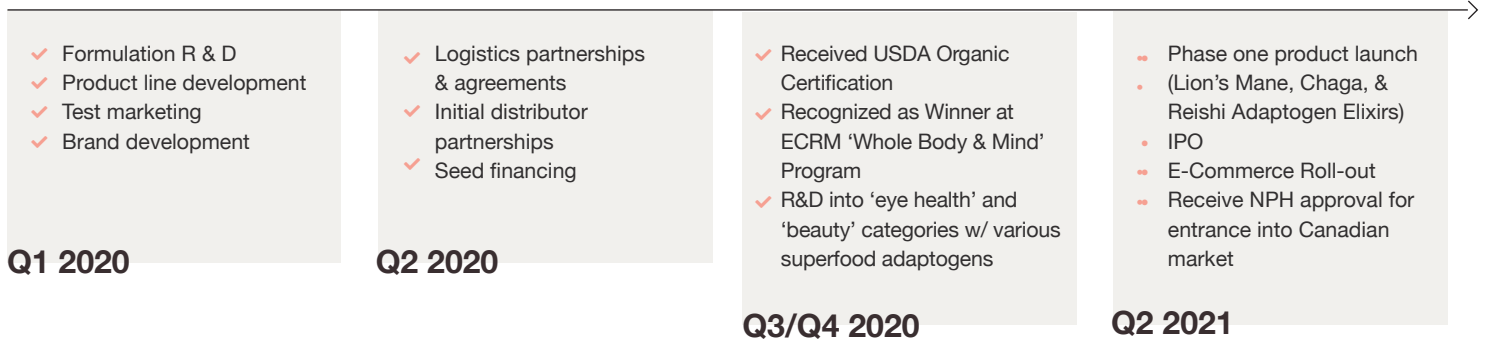
Experienced sales professional with deep retail connections. Most recently with Nutiva, where he assisted in pioneering the Organic MCT oil, healthy fats, and plant-based proteins categories.



Jessica Malach
VP Corporate Development

15+ years leading growth strategies in the natural CPG sector in USA & Canada. Senior roles with Vega and Pinto.

Timeline



Capital Structure

NAME	COST	# OF SHARES	COMMENTS	CASH IN TREASURY
Founders & Advisors	-	25,200,000	Subject to Exchange & Voluntary Escrow Provisions	\$ 504,000
Pre-IPO Financing	\$0.10	10,580,000	Includes 1/2 \$0.45 Warrant; 4 Month post-IPO date	\$ 1,058,000
Convertible Note Financing	\$0.30*	3,168,007	Includes 1/2 \$0.60 Warrant; Free Trading	\$ 950,402
IPO Financing	\$0.30	20,000,000	Includes 1/2 \$0.60 Warrant; Free Trading	\$ 6,000,000
SHARES OUTSTANDING (POST IPO):		58,948,007	CAPITAL RAISED (POST IPO):	\$ 8,512,402

*Converts upon IPO at \$0.30 (With a 1/2 \$0.60 Warrant)

Contact
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Ritual™
superfoods