

## GreenSpace Brands announces the launch of two new milk formats, 4 litre and 1 litre in the natural and independent grocery channels



# GREEN SPACE BRANDS

TORONTO, Sept. 20, 2016 /CNW/ - GreenSpace Brands Inc. ("GreenSpace") (TSXV: JTR) is pleased to announce that its Rolling Meadow brand has recently launched new size formats of grass fed milk with initial distribution at retail partners such as Whole Foods, Goodness Me and several other natural food store banners. The newly launched sizes in both 4 litre and 1 litre formats are the answer to the growing demand from retailers and consumers for additional Rolling Meadow products. These new formats complement the existing 2L product currently selling in market and facilitates the needs of growing families and urban consumers alike.

"This product launch continues our push to make Rolling Meadow one of the more meaningful brands in the Canadian dairy industry" says Matthew von Teichman, CEO of GreenSpace Brands. "We have an aggressive new product launch schedule for Rolling Meadow that will start to satisfy additional consumer demand for grass fed dairy products in a variety of subsets within the dairy category."

Rolling Meadow was launched in August 2014, and has quickly become a disruptive brand in the Canadian dairy market by expanding the premium dairy category through product innovation and a refreshing approach to marketing. Rolling Meadow now features fluid milk in multiple formats, as well as yogurt, kefir and butter.

### About GreenSpace

GreenSpace is a Canadian-based brand ideation team that develops, markets and sells premium natural food products to consumers across Canada. GreenSpace owns Rolling Meadow Dairy, Canada's first grass fed dairy product line that has built upon the founding values of Greenspace's original brand, Life Choices. Life Choices features premium convenience meat products made with grass fed and pasture raised meats without the use of added hormones and antibiotics. GreenSpace owns Holistic Choice, a premium natural pet food line and Nudge, a line of family favorite foods made better. GreenSpace also owns Love Child (Brands) Inc., a producer of 100% organic food for infants and toddlers made with the purest, natural and most nutritionally-rich ingredients and recently acquired Central Roast, a clean snacking brand that has been one of the leading Natural food brands in Canada over the last several years. All brands, except Central Roast, are wholly owned and retail in a variety of natural and mass retail grocery locations across Canada. For more information visit [www.greenspacebrands.ca](http://www.greenspacebrands.ca). GreenSpace's filings are also available at [www.SEDAR.com](http://www.SEDAR.com).

### Forward Looking Information

Certain statements in the documents referred to in this press release may constitute forward-looking statements within the meaning of applicable securities laws. Forward-looking statements include, but are not limited to, statements concerning (i) the Offering; (ii) the use of the proceeds of the Offering; (iii) results of the completion of the Offering; and (iv) the Corporation's financial position in the future. Forward-looking statements generally can be identified by the use of forward-looking terminology such as "outlook", "objective", "may", "will", "expect", "intend", "estimate", "anticipate", "believe", "should", "plans" or "continue", or similar expressions suggesting future outcomes or events. Such forward-looking statements reflect management's current beliefs and are based on information currently available to management. Forward-looking statements involve risks and uncertainties that could cause actual results to differ materially from those contemplated by such statements. Such forward-looking statements are subject to risks and uncertainties that may cause actual results, performance or developments to differ materially from those contained in the statements including, without limitation, the risks that: (1) GreenSpace may not achieve the results currently anticipated; and (2) GreenSpace may not be able to obtain financing in the future. Although GreenSpace believes that the expectations reflected in its forward-looking information are reasonable, undue reliance should not be placed on forward-looking information because GreenSpace can give no assurance that such expectations will prove to be correct. In addition to other factors and assumptions which may be identified in this press release, assumptions have been made regarding and are implicit in, among other things, the timely receipt of required regulatory approvals. Details of the risk factors relating to GreenSpace and its business are discussed under the heading "Risk Factors" in the final prospectus of GreenSpace filed on February 22, 2016 and "Risks and Uncertainties Related to the Business" in GreenSpace's annual information form dated November 9, 2015, a copy of which is available on GreenSpace's SEDAR profile at [www.sedar.com](http://www.sedar.com). Readers are cautioned that the foregoing list is not exhaustive of all factors and assumptions which have been used. Forward-looking information is based on current expectations, estimates and projections that involve a number of risks and uncertainties which could cause actual results to differ materially from those anticipated by GreenSpace and described in the forward looking information. The forward-looking information contained in this press release is made as of the date hereof and GreenSpace undertakes no obligation to update publicly or revise any forward-looking information, whether as a result of new information, future events or otherwise, unless required by applicable securities laws. The forward looking information contained in this press release is expressly qualified by this cautionary statement.

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