



GreenSpace Brands Inc. enhances product lineup with the launch of 15 new SKUs under the Love Child, Central Roast and Cedar brands and discontinues the Nudge brand

TORONTO, May 10, 2018 /CNW/ - GreenSpace Brands Inc. ("GreenSpace" or "the Company") (TSXV: JTR) today announced the launch of four new snacking SKUs under the Love Child brand, five new 'Flavour' SKUs under the Central Roast brand, three new vegan spreads and three new Kombucha SKUs under the Cedar brand. In addition, GreenSpace has discontinued the Nudge brand.

"The launch of all these new products demonstrates our ongoing commitment to enhance our product offering across our most successful brands to drive industry-leading organic growth," says Matthew von Teichman, CEO of GreenSpace Brands. "We are uniquely positioned with both the flexibility and scale to invest and consistently innovate in areas that define how we think the Natural Food world will look over the next 5 years, and beyond. Our proven and respected group of innovators are constantly striving to develop products and categories that wow our retail partners and consumers alike. These 15 new products are a great example of that pledge."

Love Child is one of the fastest growing brands in Canada, and GreenSpace is pleased to add two new Oaty chomp flavours and two new Love Duck flavours to its line of healthy and convenient organic snacks for children. The Love Duck and Oaty Chomp products have been some of the most popular snacks that Love Child has launched, so adding more depth to this product line is a natural extension.

Under the Central Roast brand, GreenSpace has launched a new subset of snacking called Flavour, which involves unique flavours from around the world as seasonings to the nut mixes. Products include Sea Salt and Apple Cider Vinegar cashews, Wasabi Tamari Almonds and three other unique flavours. These products are expected to retail in most major grocery chains in Eastern Canada in the short term.

Newly acquired Cedar brands has started to branch out to adjacent categories with the launch of three new Kombucha drinks featuring various different Cold Pressed Juice blends, supporting the desire to move into additional convenience focused gut health products. GreenSpace has also added a new line of Cedar vegan spreads, which plays well into the macro trends of plant-based products, vegan, convenience and simple ingredients. All six new products will be available in produce sections of major grocery stores as well as in the Natural Food channel, with the Kombucha products also selling in select Gas and Convenience stores.

GreenSpace has also decided to discontinue the Nudge brand. As part of the ongoing efforts to focus team resources and capital, management has decided that the allocation of capital to Nudge in order to get that brand growing was not as effective a spend as the re-allocation of that capital towards brands that are already showing great strength in the market such as Rolling Meadow, Love Child, Central Roast, Kiju and Cedar. The Nudge brand was wound down as of January 2018. GreenSpace has also decided to discontinue several Go Veggie SKU's as part of its process to restructure the Go Veggie product offering and brand and improve EBITDA contribution from that business.

About GreenSpace Brands Inc.

GreenSpace is a Canadian-based brand ideation team that develops, markets and sells premium natural

food products to consumers across Canada and the United States. Greenspace owns and operates the following brands: Love Child Organics., one of the fastest growing brands in Canada and a producer of 100% organic food for infants and toddlers made with the pure, natural and most nutritionally-rich ingredients; Central Roast, a clean snacking brand that is one of the leading natural food brands in Canada; Rolling Meadow Dairy, Canada's leading grass fed dairy, delivering premium fluid and cultured products across Canada; Life Choices which features premium convenience meat products made with grass fed and pasture raised meats without the use of added hormones and antibiotics; Kiju, the Canadian market leader in the shelf stable organic juice segment; Cedar, the Canadian leader in cold pressed and gut health focused fresh juices and Go Veggie, one of the leading brand in North America in the emerging plant based dairy category. All brands are wholly owned and retail in a variety of natural and mass retail grocery locations across Canada and the United States.

For more information, visit www.greenspacebrands.ca. GreenSpace's filings are also available at www.SEDAR.com.

Forward-Looking Statements

Certain statements in this press release constitute forward-looking statements within the meaning of applicable securities laws. Forward-looking statements include, but are not limited to, statements made under the heading "Outlook" and other statements concerning the Company's 2017 objectives, strategies to achieve those objectives, as well as statements with respect to management's beliefs, plans, estimates, and intentions, and similar statements concerning anticipated future events, results, circumstances, performance or expectations that are not historical facts. 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 and there can be no assurance that actual results will be consistent with these forward-looking statements. Factors that could cause such differences include the cyclical nature of the construction and agriculture industries, changes in general economic conditions and interest rates, adverse weather, cost and availability of materials used to manufacture the Company's products, competitive developments, legislative and government policy changes, as well as other risk factors included in the Company's Annual Information Form dated August 16, 2016 under the heading "Risks and Uncertainties Related to the Business" and as described from time to time in the reports and disclosure documents filed by the Company with Canadian securities regulatory agencies and commissions. This list is not exhaustive of the factors that may impact the Company's forward-looking statements. These and other factors should be considered carefully and readers should not place undue reliance on the Company's forward-looking statements. As a result of the foregoing and other factors, no assurance can be given as to any such future results, levels of activity or achievements or levels of dividends and neither the Company nor any other person assumes responsibility for the accuracy and completeness of these forward-looking statements. The factors underlying current expectations are dynamic and subject to change. Certain statements included in this press release may be considered "financial outlook" for purposes of applicable securities laws, and such financial outlook may not be appropriate for all purposes. All forward-looking statements in this press release are qualified by these cautionary statements. The forward-looking statements contained herein are made as of the date of this press release and except as required by applicable law, the Company undertakes no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise.

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For further information: Matthew von Teichman, President & Chief Executive Officer, GreenSpace Brands Inc., Tel: (416) 934-5034 Ext. 200; Keith Jackson, Chief Financial Officer, GreenSpace Brands Inc., Tel: (416) 934-5034 Ext. 201

CO: GreenSpace Brands Inc.

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