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ABOVE FOOD™

Above Food Announces Partnership with The Touch Agency to Accelerate US Retail Growth

Regina, Saskatchewan (January 08, 2022) — Above Food Corp. (Above Food), a first-of-its-kind, vertically integrated, plant-based food company, announced today its latest partnership with The Touch Agency ("Touch"), a leading sales management group for the American retail market based in Dripping Springs, Texas.

This announcement complements Above Food's recent news of their binding transaction agreement with plant-based simple meals leader, Atlantic Natural Foods and its brands **Loma Linda™** (plant-based, shelf-stable and ready-to-eat meals), **TUNO™** (plant-based seafood) and **Neat™** (egg replacer and plant-protein mix), which can be found in 25,000 retail locations across 30 countries. Above Food also recently launched its plant-based, ecommerce platform giving consumers in the U.S. and Canada direct access to its current suite of 40+ products, including **Eat Up!™** by Above Food (regenerative, natural, plant-based products), **Farmer Direct Organic** (certified organic, plant-based pantry staples), **Only Oats** (gluten-free, oat-based ingredients and consumer products), and **Culcherd™** (certified organic, plant-based dairy alternatives).

"Aaron and his team at Touch are world class strategic sales and brand management partners. They have been instrumental helping our Farmer Direct Organic brand achieve great success in the US market, and we're excited to have them represent our entire brand portfolio as we expand our comprehensive US market strategy this year", said Martin Williams, Above's President and Chief Innovation Officer. "We cover over 12 consumer segments with our differentiated brands and products, and need a sophisticated, scaled partner capable of driving distribution to help drive our revenue growth strategy in the US market."

"Above's fully integrated model and comprehensive portfolio of consumer brands and products is something we believe drives value for retailers and consumers alike" said The Touch Agency's CEO Aaron Henderson. "We're excited to bring their entire portfolio to retailers and consumers across the Nation."

For more information, please visit www.abovefood.com.

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FOR MORE INFORMATION:

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ABOUT ABOVE FOOD CORP.

Above Food Corp. is a first-of-its-kind, plant-based food company that celebrates delicious products made with real ingredients, real nutrition, real flavor, and real transparency. Founded in Canada by food production ecosystem veterans and visionary co-founders, Lionel Kambeitz, Donato Sferra, Tyler West and Martin Williams, Above Food's vision is to create a healthier world — one seed, one field, and one bite at a time. With a complete chain of custody of plant proteins, enabled by scaled operations and infrastructure in primary agriculture and processing, Above Food delivers food to businesses and consumers with unparalleled traceability, quantifiable sustainability, and superior nutrient density. Above Food's brands are available online at www.abovefood.com and in natural grocers across Canada and the USA. For more information about Above Food, please visit www.abovefood.com or follow Above Food on Instagram ([@above_food](https://www.instagram.com/above_food)), Facebook ([Above Food](https://www.facebook.com/AboveFood)) and LinkedIn ([Above Food](https://www.linkedin.com/company/above-food)).

ABOUT ABOVE FOOD BRANDS INC.

A wholly owned subsidiary of Above Food Corp., Above Food Brands Inc. was established in 2019 to develop and distribute premium whole plant alternatives of meat, dairy, bakery, and baby food, by creating delicious, densely nutritious consumer products and branded ingredients.

ABOUT THE TOUCH AGENCY

Since 1998, The Touch Agency has helped build some of the most successful brands in the consumer-packaged goods industry. Today, they work with some of the hottest, next-generation brands. Throughout the years, they have had one mission — accelerating brand innovators to success in four core areas: Sales Management, Retail Marketing, Strategic Management and Analytics & Insights. www.thetouchagency.com.