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ABOVE FOOD™

Summit CPG to Join Above Food, Leading Strategic Sales

Regina, Saskatchewan (November 10, 2021) — Above Food Corp. (Above Food), a first-of-its-kind, vertically integrated, plant-based food company, announced today its latest partnership with Summit CPG ("Summit"), a leading strategic advisor to North American CPG brands. Led by Matt Jimenez, Summit CPG will manage all of Above Food's broker relationships and key accounts, helping to scale its brands across grocery channels in Canada and the U.S.

This announcement comes on the heels of Above Food's recent news of a [binding transaction agreement](#) with plant-based seafood 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).

Jimenez is a veteran of the natural CPG industry and has supported the launch and scale of brands like Flow Water, Wicked Foods and Simply Protein.

Jimenez brings more than 20 years of experience in the natural foods industry with key leadership roles in the natural food channel - from retail and merchandising to brand development and trade management. In his combined 13 years with Whole Foods Market, Jimenez held senior leadership positions in category management and retail merchandising on both the national and regional levels. In 2020, he founded Summit, ultimately leading him to Above Food and supporting its mission to radically transform the plant-based foods industry with unparalleled transparency and traceability.

"There was undeniable synergy between Summit and Above Food," said Above Food President and Co-Founder Martin Williams. "With Matt's incredible track record for bringing natural, sustainable products to market, we knew there was no better partner to help us take Above Food Brands to the next level."

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 SUMMIT CPG

Summit CPG helps those in the food and beverage industry grow all aspects of their business. Composed of a team of seasoned executives, Summit has expert insight into what it means to take a product to market. For more information, please visit www.summitcpg.com.