



Canada's Original Plant-Based Burger Brand Showcases Summer 2019 Lineup

Fresh new look and flavours for those seeking to nourish mind, body and "sol"

TORONTO, ON, June 24, 2019 - Sol Cuisine Inc., the number one frozen veggie burger brand in Canada*, has refreshed its look and added to its portfolio of artisanal plant-based protein foods for those looking to either reduce meat or keep to a flavourful diet all summer long without the need to compromise taste, texture or quality.

Sol Cuisine was established in 1996 and pioneered plant-based protein foods in Canada when it tapped into a unique and mostly untouched market at that time.

Like many young entrepreneurs, the company was started by founder Dror Balshine in his home. Initially selling to restaurants and foodservice, he quickly identified a need in the Canadian market for options that would satisfy a young-but-growing vegetarian and vegan audience.

"Sol Cuisine was born out of my passion for both food and business," says Balshine. "The business fit my personality and, as a vegetarian, it spoke to my mission to impact health, animal welfare and environmental issues at the same time."

Balshine set out to produce delicious food options that were not only nutritionally dense but also had great taste and gourmet quality. His company manufactured the first certified organic tofu in Canada and expanded to the United States in 2004. While the product portfolio has changed over the years and now features a full range of plant-based burgers and plant-based entrées such as meatballs, falafel and chicken tenders, the goal has always been to provide choices to consumers looking to reduce the amount of meat they consume, with minimal processing and a clean ingredient panel.

So how does Balshine feel about the onslaught of plant-based meat alternatives and veggie options being introduced to the market? "The category is growing by leaps and bounds," he says, "but, at the end of the day, our taste buds and our ability to read labels and seek out powerful ingredients that nourish our bodies will be key to a brand's survival as Canadians strive for healthier choices."

Sol Cuisine's healthy ingredients are sourced locally wherever possible, and all products are 100% Plant-Based, Non-GMO Project-Verified, Kosher and Halal, produced at its 35,000 square foot manufacturing facility in Ontario, which has SQF GFSI global certification in food safety.

To meet the needs of consumers seeking flavourful options for summertime grilling, while mapping to recommendations in the recently launched Canada's Food Guide and building upon a strong community of passionate and loyal consumers, Sol Cuisine's current plant-based burger line up includes:

- Sunflower Beet
- Extreme Griller
- Mushroom and Wild Rice
- Portobello Mushroom and Quinoa
- Lemon Dill Salm'n
- Spicy Black Bean
- Chickpea Sweet Potato
- Sprouted Quinoa Chia

A full range of plant-based entrées, veggie sausage patties and tofu is also available and can be found in grocery stores nationwide.

Also important to Balshine is the continuation of the company's foodservice roots. Several of Sol Cuisine's meatless and plant-based protein foods are available at leading national restaurant outlets.

So just how does a more-than 20-year-old company keep fresh with new players entering the market? Research is fundamental to the company's longevity, and it has an in-house team of R&D food scientists to ensure continuous innovation.

To further propel the company's growth, in 2018 Sol Cuisine partnered with Avrio Capital, Export Development Canada and InvestEco Capital as part of a Series A financing.

The company has recently launched a rebrand of its mission and has revamped its packaging, which now features beautiful food photography to showcase strong appetite appeal. Designed to catch consumers' attention amidst a sea of options in the frozen entrée space, the packaging truly reflects the quality and texture of the plant-based protein foods within. Sol Cuisine's refreshed logo was designed to reflect the simple and natural ingredients in the recipes and the upscale essence of the product line.

Logo and packaging for Sol Cuisine were created by retail branding agency Slingshot Inc., while a Media & Influencer Relations campaign is set to roll out this summer by LC3 Communications, both of Toronto.

Timing-wise, says Balshine, it was important to update the brand to reflect what was inside the packaging. “We now have studies that say more than half of Canadians at 53% are choosing to eat plant-based foods.** That’s incredible and far exceeds demand when we started out. We’ll continue to evolve and map to our mission to make nutrient-dense food that is accessible, available and delivers on taste for all Canadians.”

About Sol Cuisine

Sol Cuisine has been the expert in gourmet, plant-based nutrition since 1996. Its artisanal food truly nourishes the mind, body and “sol,” with products made from high-quality, non-GMO ingredients. Perfect for vegans, vegetarians and flexitarians, Sol Cuisine offers burgers and entrée solutions for those seeking delicious and nutritious plant-forward options. Sol Cuisine products can be found in major grocery stores, mass retailers and health food stores across the country. For more information about Sol Cuisine, please visit solcuisine.com #FeedYourSol

Sol Cuisine is a privately held Canadian company, backed by Avrio Capital, Export Development Canada and InvestEco Capital.

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* Source: Nielsen, 52 weeks ending 11/10/18

** Mintel Meat Alternatives Canada, 2018

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