



WABI SABI BRANDS ANNOUNCES SUCCESSFUL HEALTH CANADA SALES AMENDMENT AND PRODUCT LAUNCH

August 30, 2021 - Calgary, Alberta – WABI SABI BRANDS LTD. (the “Company” or “Wabi Sabi”), an Alberta-based manufacturer of fine cannabis edible confections, is excited to announce that Health Canada amended Wabi Sabi’s standard processing licence, now allowing the Company to sell edible cannabis, cannabis topicals, and cannabis extracts.

“Our whole Wabi Sabi team is delighted that Health Canada granted us the right to sell our premium chocolates to consumers across the country,” stated Todd Pringle, President & CEO of Wabi Sabi. “While we have exciting innovation plans for other edibles and topicals, we are currently focused on increasing our production to meet the expected demand for our two initial products, White Chocolate Creamy Caramel and Milk Chocolate Cookies & Cream. Both products uniquely pair fine Belgian chocolate with premium full spectrum cannabis for great taste and effect.”

Added Karim Bhojani, Vice President Sales & Marketing: “We are very excited to begin selling our wonderful cannabis chocolates to retailers and consumers next month. Our early September initial Saskatchewan launch will quickly be followed later in the month with Alberta and additional provinces later in the fall. We look forward to working with our partners Stigma Grow and Route 1 to bring our products to as many Canadians as we can. With the summer months behind us and peak chocolate season commencing, our products will be available from retailers every day and for Thanksgiving, Christmas, Valentine’s Day, and Easter, all great occasions for consumers to share and enjoy our premium chocolates. The use of full spectrum cannabis, the only chocolate products in Canada to do so to our knowledge, gives our premium chocolates a rich terpene profile and effect that is unattainable with distillate. Our chocolates are ideal for experienced and new cannabis users alike to enjoy.”

“The Wabi Sabi team continues to impress with their professional approach and rapid progress,” commented Board Chair, Greg Turnbull, QC. “I have been involved with numerous successful cannabis companies but have never seen one go from sales amendment application to grant in less than three months.”

“It speaks to the capability of the regulatory team, led by Anu Bernier, Quality Assurance Manager, who submitted a thorough application and worked with Health Canada to secure Wabi Sabi’s licence amendment in remarkable time,” added recent Board appointee, Torsten Kuenzlen. “The launch of Wabi Sabi’s initial product offerings is only the first step to becoming a leading Cannabis 2.0 Licensed Producer with our exciting pipeline of innovative, superior products which consumers will love in the chocolate, broader edible, and topicals categories.”

About Wabi Sabi Brands Ltd.

Wabi Sabi is a private Alberta-based manufacturer of fine cannabis edible confections. The Company uses the highest-quality ingredients which include Belgian chocolate and full spectrum cannabis extract. Wabi Sabi’s world class facility meets Canadian regulatory compliance for food manufacturing safety, with strategies being implemented to certify the Company to an even higher global standard (BRCGS).

The Company is one of the only chocolate edible manufacturers in Canada to use edible labels to ensure consumers can easily identify products as cannabis edibles. Wabi Sabi leverages its on-site laboratory to test products in multiple steps to ensure quality and dosing assurance.

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