

**ARMADA MERCANTILE LTD.**  
9575 Pinehurst Drive  
Roseville, CA 95747  
Tel: 916-746-0029  
[cole@armadamercentile.com](mailto:cole@armadamercentile.com)

**May 26, 2023**

**TRADE SYMBOL: ARM-Canadian Securities Exchange**  
**TRADE SYMBOL: AAMTF-OTC Markets United States**

**Ace Foods Adds Distributors in North Carolina and Georgia**

Armada Mercantile Ltd. (Symbol: CSE: [ARM](#) and OTC: [AAMTF](#)), through its subsidiary Ace Foods, will begin selling London Dairy ice cream/sorbet pints and ice cream/sorbet multipack bars through distributors in North Carolina and Georgia beginning July 2023. The distributors will sell the London Dairy brand into 1,200 retail small chain supermarkets and convenience store outlets currently being serviced by the distributors. Ace Foods will participant in marketing, in-store demos, delivery truck wrapping, and store promotions to promote the London Dairy ice cream brand.

Since the launch of the London Dairy in 2023, London Dairy is now available in approximately 430 outlets in Southern California (including Super King and Bristol Farms) and 116 Schnucks Markets in Missouri and Illinois.

About Ace Foods: Ace Foods is master/importer distributor of the London Dairy ([London Dairy Ice Cream](#)) ice cream brand in the USA. London Dairy ([London Dairy Instagram](#)) is a leader in the global ice cream market, selling in more than 35 countries around the world and supported financially by a multi-billion-dollar foods conglomerate. Ace Foods has obtained the approval(s) to import London Dairy ice cream into the USA, including permits and approvals, from the [USDA](#) and [FDA](#). Below are links to Jennifer Eckhart, a London Dairy TV commercial and useful customer reviews.

[Jennifer Eckhart/Instagram Influencer](#)

[London Dairy Marketing Video](#)

[5,000 Mouthshut.com reviews](#)

For more information pertaining to Armada Mercantile Ltd., visit: [www.armadamercentile.com](http://www.armadamercentile.com).

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"Patrick Cole"

President

Contact Telephone Number: 916-746-0029. *This press release may contain forward-looking statements, which are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Expressions of future goals and similar expressions reflecting something other than historical fact are intended to identify forward-looking statements, but are not the exclusive means of identifying such statements. These forward-looking statements involve a number of risks and uncertainties. The actual results that the Company achieves may differ materially from any forward-looking statements due to such risks and uncertainties. The Company undertakes no obligations to revise or update any forward-looking statements in order to reflect events or circumstances that may arise after the date of this news release. The risks and uncertainties discussed in documents filed by the Company with the British Columbia, Alberta and Ontario Securities Commissions.*