



**MODERN MEAT INC.**  
1120 – 625 Howe Street  
Vancouver, B.C., V6C 2T6

## Modern Meat Teams Up With World Renowned Vegan Chef Doug McNish

October 14, 2020, Vancouver, BC - - **Modern Meat Inc.**, (CSE: MEAT) ("**Modern Meat**") or (the "**Company**"), a premier plant-based food manufacturer, announced today the addition of Executive Chef Doug McNish as an advisor to the product development team.

Chef McNish is a globally recognized Executive Chef, consultant and author building his brand by creating innovative recipes for all kinds of cuisine. As a pioneer in the vegan movement, Chef McNish work has helped make vegan cuisine go mainstream, devoting himself to his vocation and activism in the name of ethics, health and the environment. Chef McNish is known as one of the top classically trained vegan chefs winning international awards for his cookbooks.

"There's an inherent alignment of our philosophies, which makes our collaboration with Chef McNish an exciting new opportunity for Modern Meat," said Tara Haddad, CEO of the Company. "I am very proud of the fact that in just over a year we have gained the support of such an influential chef in the vegan space, it is a testament to the strength of our brand. We are honoured to have Chef McNish advise on various aspects of our culinary operations not only to enhance our existing line of products but to share his expertise and vision to create new innovative vegan products."

With expansion plans targeted nationally in the coming months, McNish will continue to base himself in the Toronto area.

"I am excited to join a company that has the determination to create authentic vegan products that are of restaurant quality and highly nutritious," states Chef McNish. "Modern Meat not only fits with my core values, but it is nimble, innovative and shows the potential for great growth. Together, I believe we can deliver consumers the very best plant-based meat alternatives on the market. I look forward to working with Modern Meat and growing the brand to the next level."

### About Chef Doug McNish

Chef McNish's illustrious career extends beyond the kitchen. He is also an educator, public speaker, committed plant pusher, activist, and acclaimed author. Chef McNish has authored four books of which two, "Eat Raw, Eat Well, 400 Raw, Vegan and Gluten Free Recipes" and "Vegan Everyday" were awarded a Gourmand Award in Paris, France for being the Best Vegetarian Cookbook in the world.

Chef McNish's latest cookbook; The Classics Veganized: Over 120 Favourite Comfort Food Recipes for a Vegan Lifestyle was published in the Fall of 2020.



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Chef McNish also owns and operates Mythology restaurant in Greater Toronto, catering to fine dining and high-end vegan consumers.

### **About Modern Meat**

Modern Meat is a Canadian food company based in Vancouver, British Columbia that offers a portfolio of plant-based meat products. Modern Meat recognizes the importance of providing consumers nutritious and sustainable meat alternatives without sacrificing taste. We are deliberate in choosing ingredients free of soy, gluten, nuts and GMO's. Our mission is to change the way food is produced and consumed for the benefit of people, animals and the environment by using only natural 100% plant-based ingredients.

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### *Cautionary Statement Regarding Forward-Looking Information*

*This news release includes certain “forward-looking statements” and “forward-looking information” under applicable Canadian securities legislation that are not historical facts. Forward-looking statements involve risks, uncertainties, and other factors that could cause actual results, performance, prospects, and opportunities to differ materially from those expressed or implied by such forward-looking statements. Forward-looking statements in this news release include, but are not limited to, statements with respect to: Modern Meat and Modern Meat’s business and prospects; the Company’s objectives, goals or future plans; future growth of the alternative meat sector and the Modern Meat market share, Modern Meat sales growth, plans to increase production capacity, plans to increase online marketing and distribution channels, and the business, operations, management and capitalization of the Company. Forward-looking statements are necessarily based on a number of estimates and assumptions that, while considered reasonable, are subject to known and unknown risks, uncertainties and other factors which may cause actual results and future events to differ materially from those expressed or implied by such forward-looking statements. Such factors include, but are not limited to: general business, economic and social uncertainties; local and global market and economic uncertainties arising in respect of the COVID-19 pandemic; litigation, availability of key product ingredients, legislative, environmental and other judicial, regulatory, political and competitive developments; the ability to effectively expand manufacturing and production capacity; the success of market initiatives and the ability to grow brand awareness; the ability to attract, maintain and expand relationships with key strategic restaurant and food service partners; our ability to predict consumer taste preferences; delay or failure to receive regulatory approvals; the sufficiency of our cash to meet*



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*liquidity needs; those additional risks set out in the Company's public documents filed on SEDAR at [www.sedar.com](http://www.sedar.com); and other matters discussed in this news release. Accordingly, the forward-looking statements discussed in this release may not occur and could differ materially as a result of these known and unknown risk factors and uncertainties affecting the Company. Although the Company believes that the assumptions and factors used in preparing the forward-looking statements are reasonable, undue reliance should not be placed on these statements, which only apply as of the date of this news release, and no assurance can be given that such events will occur in the disclosed time frames or at all. Except where required by law, the Company disclaims any intention or obligation to update or revise any forward-looking statement, whether as a result of new information, future events, or otherwise.*