



# Freshii Announces Significant Grocery Collaboration With Walmart Canada to Bring Healthier Grab & Go Options to Even More Customers

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On-the-Go Bistro Boxes, Salads, Wraps, Snacks, and Juices Will Be Available at Many Select Walmart Canada Stores Throughout Ontario Beginning Today

TORONTO, Feb. 21, 2019 (GLOBE NEWSWIRE) -- Healthier on-the-go just got easier! Freshii is on a mission to change the way the world eats, and in an exciting new grocery store collaboration, Freshii has curated a large selection of better-for-you salads, wraps, lunch kits, snacks, and cold pressed juices to be featured in many select Walmart Canada locations across Ontario. Beginning today, customers will have a quick one-stop shop for groceries, household staples, and their Freshii superfood favourites.

By the end of April, Freshii will be featured in 100 Walmart Canada stores and will also be available on Walmart.ca. Today's announcement represents a significant collaboration, making Walmart Canada the only supermarket to offer Freshii's fresh grab and go products.

"We are excited to collaborate with Walmart Canada to bring healthier, fresh food to every neighborhood," said Freshii founder and CEO Matthew Corrin. "Reaching Walmart Canada's clientele is a huge step for our brand, and we look forward to winning the hearts of their customers."

"We are always looking for new ways to offer our customers an expanded product assortment and added choice," said Bertrand Loumaye, chief merchandising officer, Walmart Canada. "We are pleased to collaborate with Freshii, a well-loved, local Canadian brand to bring our customers nutritious and on-the-go options in an affordable way."

Freshii is passionate about making superfoods like kale and quinoa convenient and affordable for everyone. Freshii's feel-good, made daily food options will be stocked in Walmart Canada's fresh food section and on Walmart.ca, making the perfect lunches, dinners, in-between snacks, and kids' lunches as simple as adding them to



the cart.

#### About Freshii

Eat. Energize. That's the Freshii mantra. Freshii is a health and wellness brand on a mission to help citizens of the world live better by making healthy eating convenient and affordable. With a diverse and completely customizable menu of breakfast, soups, salads, wraps, bowls, burritos, frozen yogurt, juices, and smoothies served in an eco-friendly environment, Freshii caters to every taste and dietary preference. Since it was founded in 2005, Freshii has opened 439 restaurants in over 15 countries around the world. Now, guests can energize with Freshii's menu anywhere from cosmopolitan cities and fitness clubs to sports arenas and airplanes. (<http://www.freshii.com>)

#### About Walmart Canada

Walmart Canada operates a chain of 410 stores nationwide serving more than 1.2 million customers each day. Walmart Canada's flagship online store, Walmart.ca is visited by more than 750,000 customers daily. With more than 85,000 associates, Walmart Canada is one of Canada's largest employers and is ranked one of the country's top 10 most influential brands. Walmart Canada's extensive philanthropy program is focused on supporting Canadian families in need, and since 1994 Walmart Canada has raised and donated more than \$350 million to Canadian charities. Additional information can be found at [walmartcanada.ca](http://walmartcanada.ca), [facebook.com/walmartcanada](https://facebook.com/walmartcanada) and at [twitter.com/walmartcanada](https://twitter.com/walmartcanada).

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