

BRAIN ARMOR® ANNOUNCES LISTING AGREEMENT WITH UNITED NATURAL FOODS, INC.

Brookfield, WI - (NewMediaWire) – April 18, 2019 - Trident Brands Inc. (OTCQB: TDNT), a biotech and nutraceutical company, today announces a U.S. listing agreement for their Brain Armor® brand with UNFI (United Natural Foods Inc.). UNFI distributes over 110,000 products to more than 43,000 customers including natural product superstores, independent retailers, conventional supermarket chains, ecommerce retailers and the food service industry. This listing agreement will greatly benefit Brain Armor®, a Trident Brands Inc. subsidiary, in its ongoing efforts to achieve national distribution to all classes of trade and support its continued effort to be the market leader in the cognitive health supplement industry.

"We are extremely pleased to announce this listing agreement with UNFI, the market leader in wholesale distribution in the natural and organic food industry. Their 40+ years of excellence in servicing the natural and organic food industry provides a tremendous opportunity for Brain Armor® to continue building its distribution network and provide the consumer with industry leading brain health supplements. Our Brain Armor team is very excited to work with UNFI to help make Brain Armor® the brain health supplement brand of choice" says Mark Cluett, COO of Trident Brands Inc.

About Brain Armor®

Brain Armor is on a mission to improve cognitive health, well-being and performance at every stage of life and on every field of play. Our products are clinically-proven dietary supplements formulated with omega-3, healthy fats and vital nutrients, designed to support structural brain health and performance. Brain Armor products are vegetarian, made in the USA and are a regular part of many professional and elite amateur athlete and team conditioning programs. Brain Armor Inc. is a subsidiary of Trident Brands Incorporated (OTCQB: TDNT – tridentbrands.com).

For more information on Brain Armor®, please visit www.brain-armor.com

About Trident Brands, Inc.

Trident Brands Incorporated is a publicly-traded nutraceutical company (OTCQB: TDNT), structured to rapidly develop private label, control label, brand label and proprietary ingredient platforms in the dynamic active nutrition, dietary supplement and functional ingredient categories.

For more information, please visit www.tridentbrands.com.

Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning of the "safe-harbor" provisions of the Private Securities Litigation Reform Act of 1995 that are not historical facts. These statements can be identified by the use of forward-looking terminology such as "believe," "expect," "may," "will," "should," "project," "plan," "seek," "intend," or "anticipate" or the negative thereof or comparable terminology, and include discussions of strategy, and statements about industry trends and the Company's future performance, operations, and products. Such statements involve known and unknown risks, uncertainties and other factors that could cause the Company's actual results to differ materially from the results expressed or implied by such statements. Such risks and uncertainties include, without limitation, market acceptance of the Company's forthcoming line of nutritional products; the Company's compliance with applicable Food and Drug Administration regulations; the Company's reliance on third-party contractors to mix and produce its products; the Company's ability to develop an effective marketing strategy; the Company's ability to control advertising and marketing costs; the Company's ability to develop and increase awareness of its forthcoming brands; the success of the Company's marketing focus to retail buyers; the Company's exposure to product liability claims and intellectual property claims from third parties; and the Company's reliance on the expected growth in demand for its products. For a discussion of these and other risks and uncertainties see "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in the Company's public filings with the SEC. Although the Company believes that the expectations reflected in such forward-looking statements are reasonable, there can be no assurance that such expectations will prove to be correct. The Company has no obligation to update the forward-looking information contained in this press release.

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