

## **BRAIN ARMOR® ANNOUNCES CANADIAN DISTRIBUTION WITH WHOLE FOODS MARKET**

**Brookfield, WI - (NewMediaWire) – April 04, 2019** - Trident Brands Inc. (OTCQB: TDNT) today announced that their Brain Armor® brand of neuro-nutrition supplements (soft gels and concentrate) is now available at Whole Foods Market (Canada). Brain health is a rapidly growing segment supported by strengthening consumer awareness and values. Brain Armor® offers a range of clinically-proven supplements formulated to support the brain at every stage of life through targeted neuro-nutrition. This listing with Whole Foods Market (Canada) was achieved through our Canadian distributor Peak Performance Products Inc.

*"We are very pleased with our partnership between Brain Armor and Whole Foods. It is our mission to grow the brand as a leader in Brain Health and our partnership with Whole Foods allows us the opportunity to not only promote Brain Armor as a leader in Brain Health, but the Brain Health category as a whole. Through consumer marketing, promotions and education, we believe this partnership solidifies our place in the market with the first of many innovative and science backed Brain Health products,"* said Jiries Rabba, Managing Director of Peak Performance Products 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](http://tridentbrands.com)).

For more information on Brain Armor®, please visit [www.brain-armor.com](http://www.brain-armor.com)

### **About Peak Performance Products Inc.**

Peak Performance Products Inc. is a leading national Health and Wellness distributor in Canada. We offer a broad range of products designed for natural health, performance enhancement, overall wellness and lifestyle products. We supply the Canadian retail market with the highest quality Natural Health Products at the most affordable price while providing unparalleled customer service and support. Our team includes over 8 territory account managers, product educators, inside sales and support staff. We are currently the exclusive Canadian distributor of many international brands including but not limited to; Himalaya Herbal Healthcare, Incrediwear, Dymatize Nutrition, Redcon1, Buff Bake and Sprout Living.

For more information on Peak Performance Products, please visit [www.pppinc.ca](http://www.pppinc.ca)

### **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](http://www.tridentbrands.com).

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#### **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.

**Website:** [www.TridentBrands.com](http://www.TridentBrands.com)

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