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**NEW PLANT-BASED PROTEIN BRAND OZO™ TO DEBUT**

**NATIONWIDE THIS APRIL**

***OZO™ Sets out to Establish the New Standard for Clean Plant-Based Protein***

**Boulder County, Colo. (March 3, 2020) –** New plant-based protein brand OZO™, powered by start-up Colorado business Planterra Foods, is making its debut at grocery stores nationwide beginning in April, providing consumers with a clean protein option that delivers exceptional taste and nutrition. Where superior taste meets convenience, OZO™ is raising the bar on plant-based protein offerings for today’s consumer who doesn’t want to compromise flavor to eat well.

The new line of plant-based products will officially launch with Burgers, Ground, Mexican-Seasoned Ground and Italian-Style Meatballs, and foodservice and club packs are also planned for 2020. The four OZO™ protein offerings are non-GMO, do not contain soy, and feature transparent, straightforward and no artificial ingredients. Powered by an exclusive proprietary blend of pea and rice protein fermented by shiitake mushrooms, all of the new OZO™ products are an excellent source of protein (with up to 22 grams per serving) and contain no cholesterol and less calories, fat and saturated fat than 80 percent lean ground beef, as well as leading plant-based protein brands currently in the market.

Planterra Foods was planning to introduce OZO™ at Natural Foods Expo West in Anaheim, Calif. March 3-7, which was postponed due to the growing concerns around the potential spread of COVID-19, also known as the Coronavirus.

“We can’t wait for people to try – and fall for – OZO™ this spring. We know the flavor and quality of our OZO™ products will change the current plant-based food landscape, making them a staple in consumers’ homes as a new go-to source of protein, regardless of whether meat is consumed as a regular part of one’s diet or not,” said Darcey Macken, CEO of Planterra Foods. “It’s all about people who want to eat something that’s flavorful and also good for you and the planet. Our goal is to grow flexitarian consumption through offering a positive protein solution for everyone. Eating delicious food is one of the greatest joys in life, and Planterra is delivering protein choices that are OZO™ good.”

OZO’s™ fermentation process used in developing its recipes makes the delicious plant protein easily digestible for the body. OZO™ features a high-quality pea protein that is a great source of iron, and has been known to aid in muscle growth, weight loss and heart health. The Planterra team is also passionate about making a positive impact on the planet and environment, the OZO™ product line uses recyclable trays and cartons to store products, and plant-based ink on all of its packaging.

The OZO™ product line will range in retail price from $5.99 to $7.99. Kicking off this spring, the OZO™ team is hitting the road on an expansive coast-to-coast sampling tour through December, with stops in multiple cities, giving up to 750,000 consumers a taste of their mouthwatering plant-based protein offerings.

“With just one bite, we’re confident that OZO™ will set a new standard of excellence,” said Macken. “We recognize there are other protein offerings out there, which is why we’re adamant on having strong points of difference in our products. This category needs better tasting food from real ingredients that appeals to the whole family, and we’re confident that OZO™ products deliver. These four products are just the beginning of many tasteful offerings that Planterra Foods plans to introduce. Consumers can anticipate finding additional plant-based innovation on shelves by the end of this year.”

For additional information, visit [www.PlanterraFoods.com](about:blank) and [www.OZOFoods.com](about:blank), and join the conversation on Facebook, Instagram, Pinterest, Twitter and LinkedIn. Interested distributors, operators and retailers can connect with Planterra Foods by calling 1-877-5PLANTS.

**About OZO**

OZO™ is the first brand offering a line of products brought to market by Planterra Foods, an innovative plant-based protein start-up from Colorado. Dedicated to delivering foods that are abundantly flavorful, and positively delicious, OZO™ has the backing of one of the world’s largest food companies. OZO™ dishes up foods that broaden choices and bring new possibilities to the table. Brimming with benefits for you and the planet, their foods help you eat well, feel better and live your best. For additional information, visit www.OZOFoods.com.

**About Planterra Foods**

Planterra Foods is a new, innovative plant-based protein start-up company based in Colorado dedicated to bringing exceptional variety and thoughtful plant-based protein choices – that are beneficial to both you and the planet – to the table. Innovation, convenience and taste are at the forefront of Planterra Foods and OZO™, the first plant-based protein brand Planterra Foods is bringing to market in 2020. Planterra Foods is owned by JBS USA, one of the world’s largest food companies. For additional information, visit [www.PlanterraFoods.com](about:blank).

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