



January 24, 2022

ATTN: Earth's Own Food Company, Inc.

RE: ALMOND BEVERAGE AD CLAIM TESTING VS. SILK CONSUMER TEST

To achieve the required superiority claim over Silk Unsweetened Original Almond Beverage, Earth's Own required Canadians to choose Earth's Own Unsweetened Original Almond Beverage **168** times out of 300 for "best tasting" almond beverage in a blind, sequential monadic taste test of almond beverages.

The results are: **185** Canadian plant-based, non-dairy milk consumers chose Earth's Own Unsweetened Original Almond Beverage, and 115 Canadian plant-based, non-dairy milk consumers chose Silk Unsweetened Original Almond Beverage.

Based on these results, Earth's Own Foods Inc. **CAN** make the legal claim that Earth's Own Unsweetened Original Almond Beverage is "THE best tasting almond beverage" compared to Silk Unsweetened Original Almond Beverage among Canadians.

Sincerely,

Research and Insights
Matrix Sciences