



Contract Testing

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A MATRIX SCIENCES COMPANY

December 23, 2019

Brittany Hull
Earth's Own Food Company Inc.
bhull@earthsown.com

Dear Brittany,

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

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

The results are: 250 Canadian plant-based, non-dairy milk consumers chose Earth's Own Oat Beverage – Trial #1 'milkier/creamier' prototype and 50 Canadian plant-based, non-dairy milk consumers chose Silk Oat Yeah Oat Beverage.

Based on these results, Earth's Own Food Company Inc. can make the legal claim that Earth's Own Oat Beverage – Trial #1 'milkier/creamier' prototype is "THE best tasting oat beverage" compared to Silk Oat Yeah Oat Beverage among Canadians.

Sincerely,

Kate Biggs
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