



January 24, 2022

Brittany Hull
Vice President, Marketing
Earth's Own Foods Inc.
bhull@earthsown.com

Dear Brittany,

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,

A handwritten signature in black ink, appearing to read "Kate Biggs", enclosed within a large, loopy circular flourish.

Kate Biggs
Senior Manager, Research and Insight
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