

Acid LeagueTM

Acid League Closes \$4.75M Series A Funding Round Eight Months After National Launch *Round Led By Mission-Driven Venture Capital Firms InvestEco and BrandProject*

Toronto, ON (April 1, 2021) - [Acid League](#), an innovator of acid-driven pantry staples, today announced that it has closed \$4.75M in a Series A funding round led by venture capital firms [InvestEco](#) Capital and [BrandProject](#). This marks a major milestone for the brand, which launched into the market in August 2020 with national distribution in Whole Foods Market and a direct-to-consumer (DTC) platform. Both investors are mission-driven, and were attracted to Acid League's commitments to innovation and integrity. InvestEco invests in companies that promote health and sustainability in food and agriculture, with BrandProject investing in next-generation consumer products, services and technologies.

"As a young startup, we're extremely proud to have secured funding from such reputable, mission-driven firms like InvestEco and BrandProject this early in the game," said Scott Friedmann, co-founder of Acid League. "A year ago, Acid League didn't even have a website, a logo or packaging, yet launched into Whole Foods stores nationwide. And today we've doubled our product footprint at Whole Foods, introduced over 35 products to-date, and gained the support of two amazing venture capital firms that will help us continue to grow and disrupt."

In addition to an impressive fundraiser, Acid League has also added Sean Hazell as Chief Marketing Officer. Hazell previously held roles as Chief Marketing Officer of New Skew and as Vice President of Brand & Innovation Strategy at global innovation firm Idea Couture. He is a longtime collaborator of Friedmann, and has been an advisor of Acid League's since its beginning, having originally worked with the founding team to name and position the brand. Hazell is looking forward to joining the executive team and will be responsible for overseeing all marketing efforts across physical and digital channels, including its DTC platform.

"I'm thrilled to be joining a packaged foods company that was built with experimentation and culinary creativity at its core," said Hazell. "The idea of acidity as a platform is incredibly exciting to me because it offers such breadth and potential in terms of innovation. That combined with the speed at which Acid League can create, test, and launch new concepts makes it a very unique proposition — which I think is validated by the brand's fast growing fanbase."

Acid League's Living Vinegars and Living Vinaigrettes are available at Whole Foods Markets nationwide and online at www.acidleague.com. Additional Acid League products, such as its line of Wine Proxies, Experimental Editions and Seaside Fish n' Chip Sauce, are also available direct-to-consumer at www.acidleague.com. For more information about Acid League and to purchase its disruptive line of pantry staples, please visit www.acidleague.com.

About Acid League

[Acid League](#) is a one-of-a-kind pioneer of acid-driven food and drinks, including [Living Vinegars](#), [Experimental Editions](#) and [Wine Proxies](#). Founded by a group of diverse personalities — including food scientists, a serial entrepreneur and a wine and sake expert — Acid League can ferment virtually anything into vinegar to create a multitude of new flavor profiles and product offerings that cross a mix of categories. Using ingredients like coffee, bourbon, cantaloupe juice, saffron, chamomile, fresh strawberry

juice and kombu, Acid League is transforming pantries with unique, flavor-forward living vinegars, limited-edition shrubs, vinaigrettes, jams, sauces, dressings, spices, and more. Acid League products are available in Whole Foods Markets nationwide, at other select retailers and online at www.acidleague.com. For more information about Acid League, please visit www.acidleague.com.

About InvestEco Capital Corp.

InvestEco Capital Corp has a 20-year history of investing in growing North American businesses. Since the launch of InvestEco Sustainable Food Fund I in 2012, InvestEco has focused on promoting Canadian and US businesses seeking to improve health outcomes and reduce the environmental impacts of the overall food ecosystem. Learn more at www.investeco.com.

About BrandProject

BrandProject invests in and supports exceptional early-stage founders today, as they build, launch and scale the iconic consumer brands of tomorrow. They are one of North America's leading early-stage investors focused on making investments in next generation consumer product, service, and technology companies. BrandProject's unique model blends support for strategic planning, operational capacity building, brand and marketing depth and more to maximize brand and business value alongside founders. Drawing upon more than seven decades of global brand expertise across a diverse range of global category leaders, the BrandProject team identifies market disruptor investment opportunities from pre-seed to series A. For more information, visit www.brandproject.com.

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