



FORMER EXECUTIVE OF DANONE, KRAFT AND IAC JOINS ORGANIC GARAGE'S FUTURE OF CHEESE AS STRATEGIC ADVISOR

November 4, 2021, Toronto, Canada: Organic Garage Ltd. (TSXV: OG) (FRA: 9CW1) (OTCQX: OGGFF), one of Canada's leading independent grocers, is excited to announce that Mr. Yosi Heber, a former Executive of Kraft Heinz Co., Danone S.A. and IAC/ InterActiveCorp has joined the Advisory Board of its wholly-owned plant-based food company, Future of Cheese Inc. ("**Future of Cheese**" or the "**Company**").

Mr. Heber brings a tremendous wealth of knowledge and expertise to the Future of Cheese team, having built a highly successful career in EVP, CMO and GM positions across multiple industries in the US and Europe. Mr. Heber spent over 13 years at Kraft and Danone in various Executive levels and four years as Chief Marketing Officer of Barry Diller's IAC/InterActiveCorp's Entertainment Division, where he worked closely with IAC digital giants Expedia, Ticketmaster, Match.com, and Lending Tree. In 2006, Mr. Heber founded Oxford Hill Partners and has since accumulated significant profit achievements driving hundreds of millions of dollars in marketing revenue streams for global multinational clients including Procter & Gamble, Novartis, Pitney Bowes, Nestle, Hyundai Capital, UnitedHealthcare, Krispy Kreme, Textron, Readers Digest, and Clorox. For the past 20 years, Mr. Heber has served as a Board Member of the Wharton Global Marketing Practicum, at the Wharton Business School in the US, and has been featured on media outlets including The New York Times, USA Today and CNBC.

Mr. Heber will work closely with the Company's senior management team to develop and execute brand and product specific marketing, retail and consumer driven strategies, assist in introducing the Company's products to the US market, help to build significant strategic relationships, and establish Future of Cheese as a leader in the plant-based food category.

"Plant-based foods are quickly becoming one of the hottest growth areas of the entire global food industry, and I'm very excited to be working with such a talented team who have developed 'paradigm changing' dairy products that are at the cutting edge of the plant-based revolution," stated Yosi Heber.

"We are thrilled to have Mr. Heber join our team," commented Jen Wojtaszek, President of Future of Cheese. "His confidence and guidance in the direction and future outlook of our company will be of tremendous value to the growth of our brand and the exceptional products we are bringing to market."

About Future of Cheese

The Future of Cheese (a subsidiary of Organic Garage Ltd.) is a Canadian plant-based cheese innovator and manufacturer led by one of the world's best and recognized cheese makers, along with one of Canada's top chefs, and supported by a team of science minds and sustainability experts. Utilizing unique aging and manufacturing processes, a well-established distribution network and high-profile marketing channels, the Company is set to disrupt the rapidly growing plant-based dairy alternatives market, paving the way for the future of plant-based dairy alternatives! For more information please visit the Future of Cheese website at www.futureofcheese.com.

About Organic Garage Ltd.

Organic Garage (TSXV: OG | OTCQX:OGGFF | FRA: 9CW1) is one of Canada's leading independent organic grocers and is committed to offering its customers a wide selection of healthy and natural products at everyday affordable prices. The Company's stores are in prime retail locations designed to give customers an inclusive, unique and value-focused grocery shopping experience. Founded in 2005 by a fourth-generation grocer, Organic Garage is headquartered in Toronto. The Company is focused on continuing to expand its retail footprint within the Greater Toronto Area. For more information please visit the Organic Garage website at www.organicgarage.com.

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