

April 22, 2021

Robyn Skinner
Earth's Own Food Company Inc.
rskinner@earthsown.com

Dear Robyn,

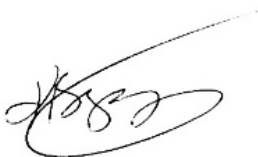
RE: OAT BEVERAGE AD CLAIM TESTING VS. SILK CONSUMER TEST

To achieve the required superiority claim over Silk Original Oat Beverage, Earth's Own required Canadians to choose Earth's Own Original 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: **237** Canadian plant-based, non-dairy milk consumers chose Earth's Own Original Oat Beverage, and 63 Canadian plant-based, non-dairy milk consumers chose Silk Original Oat Beverage.

Based on these results, Earth's Own Food Company Inc. **CAN** make the legal claim that Earth's Own Original Oat Beverage is "THE best tasting oat beverage" compared to Silk Original Oat Beverage among Canadians.

Sincerely,



Kate Biggs
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