

Canadians Can Now Enjoy Plant-Based Lightlife® Burgers At Kelseys Original Roadhouse

The Lightlife® Burger will be featured on the core menu at Kelseys Original Roadhouse locations across Canada and will be a prominent focus of the restaurant's 3rd annual Burger Festival.

VAUGHAN, ON (May 15, 2019)– Greenleaf Foods, parent company of Lightlife Foods (“Lightlife”), and Kelseys Original Roadhouse, announced today that the Lightlife® Burger will be available at Kelseys restaurants across Canada. The new plant-based patty which is made in Canada, will be featured as part of Kelseys’ core menu within the “Burly Burgers” section starting June 3, 2019 at all 70 Kelseys locations across Ontario; St. John’s, Newfoundland; Moncton, New Brunswick; and Calgary, Alberta. The plant-based burger patties contain 20g of protein and are free from GMOs, gluten and soy.

Lightlife® burgers will also be making their debut during the Kelseys 3rd Annual Burger Festival, running June 3, 2019 through July 14, 2019. “Burgers are a key food pillar for Kelseys. Each year during this festival we celebrate burger innovation to further strengthen this pillar,” says Franco Tascione, Vice President, Kelseys Original Roadhouse. “This year, we’re taking things a step further by offering plant-based burgers alongside our 100% fresh Canadian ground chuck patties.” New offerings include The Bourbon BBQ Lightlife® Burger and The Roadhouse Lightlife® Burger.

- **The Bourbon BBQ Lightlife® Burger:** The Lightlife® Burger accompanied by cheese, crispy onion strings, shredded lettuce, tomatoes, mayonnaise, and Jim Beam bourbon BBQ sauce for an extra, tangy kick. This dish is topped off with two mouthwatering fried pickles.
- **The Roadhouse Lightlife® Burger:** The Lightlife® Burger paired with crisp, garden-fresh shredded lettuce, red onions, tomatoes and mayonnaise.

“Partnering with Kelseys was a natural fit for the Lightlife brand.” said Dan Curtin, President of Greenleaf Foods, the parent company of Lightlife. “We both strive to provide high-quality food with a lot of flavour to consumers, while maintaining our own personal touch. This partnership underscores our commitment to offer our Canadian consumers a variety of plant-based options when dining out.”

This exciting partnership is one built on shared heritage and vision. Lightlife has remained the plant-based pioneer since 1979, and Kelseys Original Roadhouse was founded just a year prior, in 1978. Kelseys plans to explore other Lightlife plant-based options to expand Kelseys menu later this year, so expect further announcements from this new partnership.

The Lightlife® Burger will also be launching in over 3,400 retail stores across Canada throughout May, including Metro, Loblaws, Sobeys, Longo’s and Federated Coop. To learn more, visit www.lightlife.com and www.kelseys.ca. Join the journey on social at @LightlifeFoods and @kelseysrestaurants.

About Greenleaf Foods, SPC

Greenleaf Foods, SPC is committed to shaping the future of plant-based foods. Established in 2018, the Company’s portfolio of leading plant-based protein brands includes Lightlife® and Field Roast Grain Meat Co.™. The Company is headquartered in Chicago, and is a wholly owned, independent subsidiary of Maple Leaf Foods Inc.

About Kelseys

Kelseys is Canada's Original Roadhouse, reinvented. With approximately 70 locations across Ontario and one each in Calgary, New Brunswick and Newfoundland, we are the home of burly burgers, two-handed sandwiches and wings done eight ways. We are na-cho average meal stop, always indulging outrageously, never letting a road trip become a guilt trip. We're about fresh ingredients prepared in-house, making every journey better and every plate a delicious one.

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