



## Avant Launches Cognoscente Brand with First Premium Craft Tasting Flight

**KELOWNA, BC – December 7, 2021 – Avant Brands Inc. (TSX: AVNT) (OTCQX: AVTBF) (FRA: 1BUP) (“Avant” or the “Company”)**, an award-winning leading producer of handcrafted, high quality cannabis products, is proud to announce the launch of an innovative and exclusive product, the Cognoscente™ Craft Tasting Flight. As Avant’s first product under its premium Cognoscente™ brand, the Craft Tasting Flight offers a curated sampling of six 1.5 gram (“g”) buds, along with a single 1g pre-roll blunt and two 0.5g exclusive pre-rolls, consisting of a variety of cultivars and product formats never before seen in Ontario.

*“The launch of our Craft Tasting Flight speaks to who we are as a company: innovative, exclusive and focused on delivering high quality products as leaders in the premium cannabis industry,”* said Norton Singhavon, Avant’s Founder and CEO. *“After leading the industry by introducing and developing Canada’s first legal blunt, Avant again raises the bar for new product innovation with the first gift set of its kind to mix superior quality flower and pre-rolls, which are produced from unique cultivars which management believes are not currently available from other licensed producers. We understand innovation is critical to our future success as consumers look for products that deliver on the overall experience. We believe debuting the Craft Tasting Flight keeps our competitive edge by pushing the envelope as to what consumers expect from the industry, and uniquely positions Avant to capture market share.”*

With a limited quantity of only 420 units available, it is expected that the Craft Tasting Flight will allow consumers to experience and compare the effects of some of the industry’s highest quality craft cannabis while showcasing Avant’s top shelf brand. The Craft Tasting Flight was made using detailed post-harvest techniques in order to optimize moisture, cannabinoid and terpene profiles, and it was packaged using delicate hand-trimming techniques. The Company anticipates that employing these techniques will allow it to maximize gross margins while simultaneously delivering a premium experience.



*First premium craft tasting flight curated and created to elevate the consumer experience*

## Avant's Industry Innovation

One of Avant's primary goals is to drive the industry forward through brand and product development. We are:

- The first recreational brand to package in glass bottles
- The first recreational brand to include Terpene profile on product packaging
- Canada's first pre-roll blunt, with BLNT by BLK MKT™
- The first craft tasting flight

For information about Cognōscente™ and Avant's other premium brands, visit: [avantbrands.ca](http://avantbrands.ca)

## About Avant Brands Inc.

Avant is an innovative, market-leading cannabis company. Avant has multiple licensed and operational production facilities across Canada, which produce high-quality, handcrafted cannabis products for our highly desired and award-winning consumer brands, sold across both recreational and medical channels.

Avant's recreational consumer brands include [BLK MKT™](#), [Tenzo™](#), Cognōscente™ and Treehugger™, all produced from rare and exceptional cultivars, and sold in British Columbia, Ontario, Saskatchewan, Manitoba, New Brunswick, and Yukon. The Company's medical cannabis brand, GreenTec™, is distributed nationwide, directly to qualified patients through its [GreenTec Medical](#) portal, and through various medical cannabis partners.

Avant is a publicly traded corporation listed on the Toronto Stock Exchange (TSX: AVNT), and cross-trades on the OTCQX Best Market (OTCQX: AVTBF) and Frankfurt Stock Exchange (FRA: 1BUP). The Company is headquartered in Kelowna, British Columbia and has operations in British Columbia, Alberta and Ontario.

To learn more about Avant, to access the investor presentation, or learn more about its consumer brands, please visit [www.avantbrands.ca](http://www.avantbrands.ca).

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## CAUTIONARY STATEMENT REGARDING FORWARD-LOOKING INFORMATION:

*This news release includes certain "forward-looking information" as defined under applicable Canadian securities legislation, including statements regarding the plans, intentions, beliefs and current expectations of the Company with respect to future business activities and operating performance. Forward-looking information is often identified by the words "may", "would", "could", "should", "will", "intend", "plan", "anticipate", "believe", "estimate", "expect" or similar expressions and includes information regarding: the first premium craft tasting flight; Avant's ability to gain market share; and expectations for other economic, business, and/or competitive factors. Forward-looking information is necessarily based upon a number of estimates and assumptions that, while considered reasonable, are subject to known and unknown risks, uncertainties, and other factors which may cause the actual results and future events to differ materially from those expressed or implied by such forward-looking information. Examples include statements that the Company will operate in a fiscally disciplined manner; build long-term shareholder value; reduce operational expenses; or increase its revenue and gross margins.*

*Investors are cautioned that forward-looking information is not based on historical fact but instead reflects management's expectations, estimates or projections concerning future results or events based on the opinions, assumptions and estimates of management considered reasonable at the date the statements are made. Although the Company believes that the expectations reflected in such forward-looking information are reasonable, such information involves risks and uncertainties, and undue reliance should not be placed on such*

*information, as unknown or unpredictable factors could have material adverse effects on future results, performance or achievements of the Company. Among the key factors that could cause actual results to differ materially from those projected in the forward-looking information are the following: regulatory and licensing risks; changes in consumer demand and preferences; changes in general economic, business and political conditions, including changes in the financial markets; the global regulatory landscape and enforcement related to cannabis, including political risks and risks relating to regulatory change; compliance with extensive government regulation; public opinion and perception of the cannabis industry; the impact of COVID-19; and the risk factors set out in the Company's annual information form dated March 16, 2021, filed with Canadian securities regulators and available on the Company's profile on SEDAR at [www.sedar.com](http://www.sedar.com).*

*Should one or more of these risks or uncertainties materialize, or should assumptions underlying the forward-looking information prove incorrect, actual results may vary materially from those described herein as intended, planned, anticipated, believed, estimated or expected. Although the Company has attempted to identify important risks, uncertainties and factors that could cause actual results to differ materially, there may be others that cause results not to be as anticipated, estimated or intended. Accordingly, readers should not place undue reliance on forward-looking information, which speak only as of the date of this news release. The Company disclaims any intention or obligation to update or revise any forward-looking information, whether as a result of new information, future events or otherwise, except as required by law.*