

December 9, 2020



Nightfood Unveils New Packaging with Increased Emphasis on Sleep-Friendly Benefits and Nighttime Nutritional Profile

Tarrytown, NY, Dec. 09, 2020 (GLOBE NEWSWIRE) -- [via NewMediaWire](#) -- Nightfood, Inc. (OTCQB: NGTF), the company pioneering the category of better-for-you nighttime snacks formulated for better sleep, today provided the public this first look at the brand's new packaging:

- [Nightfood Cold Brew Decaf](#)
- [Nightfood Full Product Line](#)

The updated packaging features Nightfood's familiar Cravemonsters™ in a bold new design. All flavors share a new deep blue background for stronger shelf-presence while delivering additional nighttime cues to the consumer.

Most importantly, the front panel is now singularly focused on communicating the brand's unique point of differentiation and key consumer benefit: Nightfood's "sleep-friendly" nutritional profile.

"Nightfood was created specifically by our sleep experts with ingredients for better sleep," stated Nightfood CEO Sean Folkson. "Today's supermarket shopper is more rushed and distracted than ever, especially with COVID. A brand needs to drive home one thing in the first millisecond the consumer sees that pack. Now our key benefit, captured in the phrase 'Sleep-Friendly', is literally front and center on every pint of Nightfood."

Nightfood coined the phrase "sleep-friendly" to describe snacks formulated with a focus on delivering the nutritional foundation for a better night of sleep. Some of the sleep-friendly characteristics of Nightfood ice cream include more prebiotic fiber, casein protein, calcium, magnesium, and zinc when compared to regular ice cream, as well as less sugar, less fat, and fewer calories. These attributes are called out in detail on the back of each pint.

The packaging updates were made based on information gathered during Nightfood's first eighteen months on shelf in major supermarkets. During that time, the Company has sold hundreds of thousands of pints, collected thousands of consumer reviews, and conducted in-depth interviews with heavy users and early adopters.

"The feedback on the new packaging from our category managers has been strong," added Jenny Mitchell, Nightfood's COO. "And 95% of our consumer reviews are 4 and 5 stars. We believe the new packaging will help consumers further understand the benefits Nightfood delivers, resulting in meaningful increases in both consumer trial and repeat purchase."

The Nightfood packaging update was executed by [OffWhite Co.](#), the design firm behind the iconic packaging designs of Chobani and Maple Hill Creamery. Their work with Chobani

helped drive sales from \$30 million to crossing the billion-dollar mark in under 4 years, becoming the #1 yogurt brand.

“The team at OffWhite did an amazing job taking our new consumer insights and turning out a final product that can do our selling for us right from the shelf,” added Folkson. “For anybody eating ice cream at night, which is when most pint ice cream is consumed, seeing ‘sleep-friendly’ is sure to stop that consumer in their tracks.”

Production of Nightfood pints in the new packaging is expected to begin in late January. The updated packaging should begin appearing on shelf in both new and existing accounts no later than March.

About Nightfood Holdings:

Nightfood Holdings, Inc. (OTC: NGTF), owns Nightfood, Inc. and MJ Munchies, Inc.

Nightfood has expanded distribution for its ice cream into major divisions of the largest supermarket chains in the United States: Kroger (Harris Teeter), Albertsons Companies (Jewel-Osco and Shaw’s and Star Markets), and H-E-B (Central Market) as well as Lowe’s Foods, Rouses Markets, and other independent retailers.

Nightfood won the 2019 Product of the Year award in the ice cream category in a Kantar survey of over 40,000 consumers. Nightfood was also named Best New Ice Cream in the 2019 World Dairy Innovation Awards.

Nightfood has been endorsed as the Official Ice Cream of the American Pregnancy Association and is the recommended ice cream for pregnant women. There are approximately 3,000,000 pregnant women in the United States at any given time, and ice cream is the single most-widely reported pregnancy craving. With more calcium, magnesium, zinc, prebiotic fiber, and casein protein, less sugar and a lower glycemic profile than regular ice cream, Nightfood has been identified as a better choice for expectant mothers.

Nightfood is not just for pregnant women. Over 80% of Americans snack regularly at night, resulting in an estimated 700M+ nighttime snack occasions weekly, and an annual spend on night snacks of over \$50 billion dollars, the majority of it on options that are understood to be both unhealthy, and disruptive to sleep quality.

Nightfood was formulated by sleep and nutrition experts with ingredients that research suggests can support nighttime relaxation and better sleep quality. Scientific research indicates unhealthy nighttime cravings are driven by human biology. Willpower is also weakest at night, and stress is another contributing factor. A majority of night snackers report feeling both guilty and out-of-control when it comes to their nighttime snacking.

Because unhealthy night snacking is believed to be biologically driven, and not a trend or a fad, management sees significant opportunity in pioneering the category of nighttime-specific snacks for better sleep.

MJ Munchies, Inc. was formed in 2018 as a new, wholly owned subsidiary of Nightfood Holdings, Inc. to capitalize on legally compliant opportunities in the CBD and marijuana edibles and related spaces. The Company is seeking licensing opportunities to market such

products under the brand name “Half-Baked”, for which they’ve successfully secured trademark rights.

Questions can be directed to investors@Nightfood.com

Management also encourages Nightfood shareholders to connect with the Company via these methods:

E-mail: By signing up at ir.nightfood.com, investors can receive updates of filings and news releases in their inbox.

Telegram: There is now a live, interactive Telegram group which interested parties can join to reach team members and discuss Nightfood. Ask questions, learn more about the company and discuss future prospects. Join the Telegram Group
Here: <https://t.me/NightfoodHoldings>

YouTube: The company has established a new YouTube series which will feature weekly videos with team members, insights into latest industry developments, and provide a behind the scenes look at the latest company developments. [Click here](#) to subscribe to Nightfood’s YouTube channel.

Forward Looking Statements:

This current press release contains "forward-looking statements," as that term is defined in Section 27A of the United States Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Statements in this press release which are not purely historical are forward-looking statements and include any statements regarding beliefs, plans, expectations or intentions regarding the future, including but not limited to, any products sold or cash flow from operations.

Actual results could differ from those projected in any forward-looking statements due to numerous factors. Such factors include, among others, the inherent uncertainties associated with distribution and difficulties associated with obtaining financing on acceptable terms. These forward-looking statements are made as of the date of this news release, and we assume no obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those projected in the forward-looking statements. Although we believe that the beliefs, plans, expectations and intentions contained in this press release are reasonable, there can be no assurance that such beliefs, plans, expectations or intentions will prove to be accurate. Investors should consult all of the information set forth herein and should also refer to the risk factors disclosure outlined in our most recent annual report for our last fiscal year, our quarterly reports, and other periodic reports filed from time-to-time with the Securities and Exchange Commission.

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Nightfood sleep-friendly ice cream: Cold Brew Decaf