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# Wall Street Journal Spotlights Nightfood Ice Cream and the Birth of the Sleep-Friendly Nutrition Category

## Sleep-expert formulated Nightfood® ice cream is pioneering a new category of better-for-you snacking

Tarrytown, NY, May 20, 2019 (GLOBE NEWSWIRE) -- via NEWMEDIAWIRE -- Nightfood, Inc. (OTCQB: NGTF), the innovative ice cream company solving America's \$50 billion-dollar nighttime snacking problem, was prominently featured in a [Wall Street Journal article](#) about the birth of the potentially massive nighttime specific food and beverage category.

Euromonitor and IRI report Americans spend over \$50 billion annually on snacks consumed between dinner and bed. Until recently, none of those snacks were formulated with sleep in mind. At the same time, consumers globally spend \$50 billion per year on better sleep, with virtually none of that spend going to food products.

The Nightfood brand is positioned at the overlap of better nutrition and better sleep, pioneering what is poised to be a billion-dollar category. Multi-national consumer goods companies are starting to take notice.

"There's a huge white space," says Doug Munk, a director of new business ventures at Nestlé SA. "Most of the solutions you see in store are supplements or medicine. Food as medicine is the trend we see."

"We've talked about the inevitability of this category for years now," pointed out Nightfood CEO Sean Folkson. "The Wall Street Journal is now validating that vision. All the national media we receive supports not only the compelling business proposition, but the incredibly unique value proposition of our product line that has captivated consumers."

In recent weeks, Nightfood has received national media coverage from outlets such as Fox Business, Yahoo Finance, Cheddar, Food Network.com, Family Circle, Today.com, BuzzFeed, The Washington Post, and many others.

The [Wall Street Journal article](#) points out that late-night snacking continues to rise, citing statistics from consumer research giant IRI. Recently, another global consumer research firm, Mintel, reported that nighttime specific food and beverages is one of the most "compelling and category changing" trends for the coming years.

IRI data previously reported 85% of consumers 18-54 report snacking either at night, or "late night", and ice cream is the preferred choice for millions.

Management believes award-winning Nightfood ice cream is in position to dominate the sleep-friendly nutrition category, creating a brand platform that will serve as a significant and exploitable competitive advantage in the years to come.

"Show me a consumer that doesn't want either better nutrition or better sleep. I'd argue most want both," Folkson continued. "But you don't get rewarded just for being right. Leading the category in distribution, revenue, and consumer mind-share is what's going to drive the value of the Nightfood brand."

Having manufactured the first pint of Nightfood ice cream in January, 2019, the brand has quickly established distribution in three of the nation's top 50 supermarket chains. Management expects to have national supermarket coverage established in the next 9-12 months.

## About Nightfood Holdings:

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

On Feb 8, 2019, it was announced that Nightfood ice cream won the 2019 Product of the Year award in the ice cream category in a Kantar survey of over 40,000 consumers.

With the overwhelming majority of at-home ice cream consumption occurring in the hours before bed, Nightfood's sleep-friendly nighttime ice cream, formulated by sleep and nutrition experts, delivers benefits found in no other

product on the market.

Market research giant Mintel identified nighttime specific food and beverages as one of their most “compelling and category changing” trends for the coming years

Nightfood ice cream is rolling out nationally and has recently announced distribution in the popular Meijer supermarket chain throughout the Midwest, with concentration in the metropolitan areas of Chicago, Detroit, Indianapolis, Columbus, and Milwaukee, as well as Lowes Foods, with 78 stores in the Carolinas and Virginia.

To enter the Nightfood® Ice Cream Giveaway, where the Company is giving away a one-year supply of Nightfood ice cream, plus a brand-new freezer to store it in, visit <http://nightfood.com>

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 intends to market some of these new products under the brand name “Half-Baked”, for which they’ve successfully secured trademark rights.

For more information, visit <http://ir.Nightfood.com> and <http://Nightfood.com>

Questions can be directed to [investors@Nightfood.com](mailto:investors@Nightfood.com)

### **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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Source: NightFood Holdings, Inc.