

## Make way for BUCK, North America's first Buckwheat Mylk

*BUCK gluten and dairy-free vegan mylk now available at select stores across B.C. and Alberta*

**Vancouver, BC (August 4, 2021)** – Vancouver-based dairy alternatives producer, Saint Michael Foods, is proud to unveil BUCK Original mylk, a revolutionary plant-based beverage. Crafted with wholesome Canadian grown and harvested buckwheat, the dairy-free, gluten-free and nut-free beverage is now available at select stores across B.C.

BUCK products were first imagined by Peter Yupangco and Jason McIvor of Saint Michael Foods, when the two resolved to reclaim Canada's stake on buckwheat production. While Canada has historically been a large buckwheat producer, its momentum has steeply declined over time due to the competitive nature of international trade.

"We felt that something needed to be done to support the buckwheat farmers in our own backyard. By creating products that utilize buckwheat, we could help put Canadian farmers back on the map and nourish communities, organically regenerate the earth, and reduce greenhouse gases all at the same time," Yupangco said. "Our passions are in supporting farmers, regenerative agriculture, and creating food security."

A little-known fact about buckwheat is that it is a fruit seed, not a grain; this naturally gluten-free pseudo-cereal ingredient boasts an impressive nutritional profile. Each serving of BUCK Original buckwheat milk boasts:

- 17 amino acids including all of the 9 essential amino acids the body needs
- 11 vitamins and minerals (including vitamin B12, calcium and potassium)
- 0 grams of fat
- No added sugar or salt
- No GMOs or artificial flavours/colours

BUCK mylk is made with simple, clean ingredients and feature a smooth, velvety texture complemented by a nutty, earthy flavour. BUCK dairy-free mylk is delicious on its own, or as a healthful dairy substitution in smoothies, breakfast cereals, coffee, chia pudding, baking, and so much more.

In addition to its numerous health benefits, buckwheat replenishes the earth. This sustainably grown crop requires the least amount of water to grow when compared to soy, oats, almonds and canola; it requires little or no use of fertilizers, pesticides, herbicides, and fungicides, either—making it bee-friendly; in fact, one acre of buckwheat supports one beehive.

BUCK made its debut at the White Rock Farmers' Market in the summer of 2020, building its fan-base with five flavours of gelato-style ice creams (affectionately known as BUCK-elato), including: Vanilla Cool, Strawberry Sass, Cocoa Loco, Maple Walnut, and Chocolate Cake.

The team at Saint Michael Foods Limited is a small, but mighty group of bold trailblazers, dedicated to creating an impact and producing food consciously. The BUCK team continues to forge forward in the pursuit of goodness, challenging those who enjoy the BUCK brand to own their goodness, and strive for better for the well-being of their communities and the planet.

To find a BUCK retailer near you, visit [simplybuck.com](https://www.simplybuck.com).

## About BUCK

Founded in 2018, Saint Michael Foods Limited is a plant-based food and beverage producer based in Vancouver, B.C. After years of research and development, the company unveiled BUCK, a brand of vegan, buckwheat-infused beverages and ice creams in 2020. BUCK products are made using locally-grown and harvested buckwheat, packaged in FSC-certified recyclable paperboard. BUCK's Co-Founder, Jason McIvor, says: "We have made it our core mission to deliver the goodness of the earth through our delicious and nutritious products. We hope that, in turn, our customers can tap into their own goodness to improve the health of people and this planet."

Be BUCK, Own Your Goodness. [simplybuck.com](https://www.simplybuck.com). Follow BUCK on Facebook and Instagram @simplybuckofficial.

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