

BUCK Wins 2021 Planted Expo Product of the Year Award

BUCK's Strawberry Sass gelato is crowned winner at Canada's largest plant-based exhibition

Vancouver, BC (Oct 22, 2021): Saint Michael Foods Ltd. celebrates its first big win after learning that their BUCK Strawberry Sass plant-based gelato was declared Planted Expo's 2021 Product of the Year. The signature frozen dessert placed first before a panel of judges which included industry insiders and everyday consumers, both vegan and non-vegan.

The award will be formally presented on Nov 20 during the Planted Expo kickoff at the Vancouver Convention Centre. The highly anticipated two-day event will draw over 200 plant-based exhibitors, 20,000 attendees and a number of inspiring speakers from around the world.

"It's such an honour to receive. Our plant-based desserts are a staple at home amongst our children and it's so fulfilling to see the community enjoying our products too. We know this is only the beginning, and we're excited for more people to discover the countless benefits of buckwheat for our health, the planet, and local farmers," says BUCK Founder Peter Yupangco.

Each of BUCK's gluten and dairy-free mylk and gelato-style dessert recipes have been created and perfected by Saint Michael Foods Chef Olivier Schittecatte. Originally from Brussels, and classically trained in French cuisine, Chef Olivier loves experimenting with wholesome ingredients to prepare kid-approved nourishing recipes.

Each scoop of BUCK Strawberry Sass is loaded with fresh fruit and pure strawberry juice to give it a natural vibrance without the use of artificial colours or flavours. It has been a sell-out at farmers' markets across the Lower Mainland and receives continuous praise for its decadent flavour and velvety, creamy consistency.

"Winning the Product of the Year at the Planted Expo is no easy feat! Every year the kinds of submissions we receive are all really high-quality and truly game-changing products in their own right. BUCK's gelato really stood out this year and brought smiles all around the judges table," says Stevan Mirkovich, owner and chief relations officer of Planted Expo.

Founded in 2018, Saint Michael Foods Limited is a plant-based buckwheat food and beverage producer based in Vancouver, B.C. After years of research and development, the company unveiled BUCK, a brand of buckwheat beverages and ice creams in 2020. BUCK products are made using locally-grown and harvested buckwheat, packaged in FSC-certified recyclable paperboard. Be BUCK, Own Your Goodness. [simplybuck.com](https://www.simplybuck.com). Follow BUCK on Facebook and Instagram: @simplybuckofficial.

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