



Yummy Bear Goods Announces Launch of Family Pack for Large Wholesale Retailers

VANCOUVER, BC, Nov. 11, 2021 /CNW/ - **Yummy Bear Goods Inc.**, (CSE: YUMY) ("**Yummy Bear Candy**" or the "**Company**") an affordable low sugar plant-based confectionery company, announced that they are launching Family Packs for independent retailers and multinational big box retailers. The family packs will contain 10 packs each of the company's popular peach, sour watermelon, and strawberry kiwi flavors.

"We have received a significant amount of inquiries from large box retailers and independent retailers about producing a family pack in order to increase our distribution. The family pack allows us to offer all our flavors and launch into these new retailers increasing our distribution and customer reach. Our goal continues to be to secure contracts and shelf space with all of these parties," states Erica Williams, founder and Chief Executive Officer.

Yummy Bear continues to expand its operations nationwide with increasing demand for its products in the confectionery space. As production ramps up, Yummy Bear seeks to attain a strong market share position in the better-for-you category, which targets a broad customer profile, specifically those looking to reduce their sugar consumption or choose plant-based.

"The better-for-you space has been one of the most explosive sectors in the food and beverage industry. We feel there will be continued growth and expansion as we see consumers choosing the healthier option in their food consumption. Yummy Bear is the first low sugar confectionery company to go public on the stock exchange and we are proud to be a pioneer in the confectionery space as well as in the public markets." states Cassidy McCord, Chief Corporate Officer.


Yummy Bear is an affordable health-conscious low-sugar plant-based confectionery company based in Vancouver, British Columbia and it has developed a portfolio of healthier gelatine-free candies made from non-GMO ingredients with proprietary recipes. All of its products are free of gelatin, soy, gluten, nuts, dairy, eggs, sugar alcohols, artificial sweeteners and genetically modified organisms.

Cautionary Statement Regarding Forward-Looking Information

Except for the statements of historical fact, this news release contains "forward-looking information" within the meaning of the applicable securities legislation. The information in this news release about future plans and objectives of the Company, are forward-looking information. This forward-looking information is based on reasonable assumptions and estimates of management of the Company at the time it was made, and involves known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by such forward-looking information. Such factors include, among others: general business, economic and social uncertainties; local and global market and economic uncertainties arising in respect of the COVID-19 pandemic; litigation, availability of key product ingredients, legislative, environmental and other judicial, regulatory, political and competitive developments; the ability to effectively expand manufacturing and production capacity; the ability to obtain retail partners to distribute Company products, the success of market initiatives and the ability to grow brand awareness; the ability to attract, maintain and expand relationships with key strategic vendors; our ability to predict consumer taste preferences; delay or failure to receive regulatory approvals; the sufficiency of our cash to

meet liquidity needs; those additional risks set out in the Company's public documents filed on SEDAR at www.sedar.com; and other matters discussed in this news release. Accordingly, the forward-looking statements discussed in this release may not occur and could differ materially as a result of these known and unknown risk factors and uncertainties affecting the Company. Although the Company believes that the assumptions and factors used in preparing the forward-looking statements are reasonable, undue reliance should not be placed on these statements, which only apply as of the date of this news release, and no assurance can be given that such events will occur in the disclosed time frames or at all. Except where required by law, the Company disclaims any intention or obligation to update or revise any forward- looking statement, whether as a result of new information, future events, or otherwise.

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CNW 03:05e 11-NOV-21