



Yummy Bear Goods Expands Retail Launch to Choices Market a Subsidiary of One of Canada's Largest Grocery Conglomerates

VANCOUVER, BC, Nov. 22, 2021 /CNW/ - **Yummy Bear Goods Inc.**, (CSE: YUMY) ("**Yummy Bear Candy**" or the "**Company**") announced today that it has rolled out its popular low sugar "Better For You" gummies in the popular Choices Market. Choices was founded in December 1990 emphasizing that the store caters to a range of diets, including Gluten free, vegetarian and vegan under the slogan "It's all about providing choice."

Choices Market is a subsidiary of one of Canada's largest conglomerates which operates more than 160 stores under the banners of Nesters Markets, Meinhardt Fine Foods, and Buy Low Foods. The total size of the umbrella company has over 45,000 employees and annual sales north of \$10 billion across 25 separate divisions.

"As consumer preferences shift to "Better for You" products, it is encouraging to see that retailers are including and substituting classic confectionery for our alternative. We are thrilled be in such a well-known grocer as Choices Markets," said Cassidy McCord, Director.

"Offering our products in this premiere retail chain provides a gateway for Yummy Bear and a stamp of approval of possible expansion into an additional 160 stores. Obtaining shelf space in other related stores is a goal we will be focusing heavily on in the coming months. The conglomerate is headquartered in B.C. and is the fifth largest food retailer by grocery sales value in Canada," States Erica Williams, CEO and Founder.


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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