



# YUMMY BEAR GOODS ANNOUNCES SELL OUT OF POPULAR LOW SUGAR GUMMIES - PEACH AND STRAWBERRY KIWI

VANCOUVER, BC, Dec. 10, 2021 /CNW/ - **Yummy Bear Goods Inc.**, (CSE: YUMY) ("**Yummy Bear**" or the "**Company**") announces it has sold out of its popular peach and strawberry kiwi flavours temporarily. The Company has recently received a surge of orders from large chains across the country which has caused a temporary sellout of its popular peach and strawberry kiwi flavours. The active shortage in the Company's inventory versus standard operating procedure is at an estimated 230,000 individual units. The Company is actively working towards production solutions to bring in supply to match growing demand.

"As soon as we started Yummy Bear, we knew there was going to be significant demand for our products, but in reality, it has far exceeded our expectations. Earlier in the year, we expanded our production capacity in anticipation for growing demand which we are currently overwhelmed with. However, we are currently talking to other facilities alternatives to fit consumer/retailer demand and expect a solution very quickly," states CEO and Founder, Erica Williams.

"Yummy Bear is a very versatile product which fits almost every category and retailer which we knew when we launched our product. However, the gap in the market for "Better for You" candies is even more significant than our market research. Retailers are quickly agreeing to product launches and pilot programs in their stores, in which we see our growth over the last period has been exceeding all expectations. Consumer repurchases are higher than industry standard showing strong evidence that customers are enjoying our product," comments Cassidy McCord, Director.


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](http://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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**For further information:** YUMMY BEAR GOODS INC.: Erica Williams, CEO, Telephone: (604) 449-2026, Email: [investors@yummybear.com](mailto:investors@yummybear.com)

CO: Yummy Bear Goods Inc.

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