



# YUMMY BEAR GOODS INC GETS HACCP APPROVAL IN PREPERATION FOR LARGE SCALE RETAIL CUSTOMERS

VANCOUVER, BC, Dec. 14, 2021 /CNW/ - **Yummy Bear Goods Inc.**, (CSE: YUMY) ("**Yummy Bear**" or the "**Company**") one of Canada's leading Better-for-You Candy Companies announces it has recently received the internationally recognized 'Hazard Analysis and Critical Control Points' (HACCP) certification in the field of food safety and quality control. HACCP is required by the Canadian Food Inspection Agency (CFIA) in all federally registered establishments where food is manufactured for human consumption.

"We are proud to add this certification to the many certifications our company already has. People today are looking for brands that meet all the standards. We have been committed to the highest standards of food quality and safety, and this certification continues to show our commitment to our customers and distribution partners," said Cassidy McCord, Director.

HACCP is a prerequisite for many large retailers, national and international to onboard the product. After discussions with multiple buyers of large retailers looking to onboard the product, the Company went forward with its certification process. With HACCP, the Company can now plan to produce even larger quantities to meet significant over demand for the product coming from these retailers.

The certification was given by HACCP Canada, which benchmarks to the standards of the World Health Organization and the CFIA, known as an organization, that is dedicated to safeguarding food, animals, and plants, which enhances the health and well-being of Canada's people, environment, and economy. HACCP certification is a tool to help identify and control food safety hazards that may occur within the food business. It is also a management system that recognizes that a food business has developed, documented, and implemented systems and procedures in accordance with HACCP.

"After in depth talks with many food experts, HACCP is a prerequisite for many large retailers to onboard products. Having this certification for our product will open new doors for Yummy to deliver to some of the "large scale" interest in our products. In the coming months, we expect our sales team and distributors to focus on large banner retailers, thereby growing the Company's brand presence and revenues," said Erica Williams, CEO/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](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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CNW 03:02e 14-DEC-21