



THE YUMMY CANDY COMPANY ANNOUNCES YUMMY BEARS LAND AT WESTERN CANADA'S LARGEST RETAILER

VANCOUVER, BC, March 26, 2022 /CNW/ - **The Yummy Candy Company Inc., (CSE: TYUM) ("Yummy" or the "Company")** will be rolling out its low-sugar Better-For-You confectionery products into Western Canada's Largest retailers. Established in 1982, this chain has been one of the fastest growing chains in Canada, currently the retailer has over 160 stores and over 21,000 employees located throughout Western Canada. Along with large box chains and supermarkets their banner also includes higher end boutique stores strategically located in dense urban centers.

"We are incredibly pleased to announce this partnership. Being born in British Columbia it is a dream come true to be on the shelves of Western Canada's largest Grocery Chain. Being on shelf with every established confectionery company truly shows our success in creating an amazing product with incredible brand recognition. When starting The Yummy Candy Company getting shelf space in this group of stores was a goal we focused heavily on and are proud to see come to fruition," states chief executive officer and founder, Erica Williams.

This retailer is the largest retail group in Western Canada and one of the five largest retailers in Canada consistently ranking among BC's Most Loved Brands while being one of the country's largest employers. "With a long track record of success and quality our company aspires to have the same growth and staying power. With this partnership I see our sales and growth increasing exponentially. Our customers expect the consistency quality and value, when they purchase our products and partnering with this retailer, we expect to deliver this to millions of consumers," states Erica Williams.


The Yummy Candy 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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