

# The Good Flour Corp. Engages Hive Naturals to Expand Product Sales

Vancouver, British Columbia--(Newsfile Corp. - May 19, 2022) - **The Good Flour Corp. (CSE: GFCO) (OTCQB: GFCOF) (FSE: 3KZ) ("GFCO")** is pleased to announce that it has engaged Hive Naturals to assist with in store merchandising and sales of its line of superfood packed alt-wheat flours in Canada. Hive Naturals is a boutique agency that specializes in launching specialty food & beverage products on the shelves of prominent retailers in Canada. Hive Naturals strives to get prominent shelf presence and their team provides in store education which is vital for success.

GFCO's newly rebranded products can now be found on the shelves of the following lower mainland BC retailers: Gourmet Warehouse, Nature's Pickings, Well Seasoned and Fish Counter. GFCO's products are now available on shelf, and in the coming weeks the company will be announcing more well-known outlets to already growing list. GFCO has a comprehensive list of existing food service clients that include Earls, Fairmont Hotels & Resorts, Virtuous Pie and Panago Pizza.

"In-Store merchandising of any consumer product is a critical component of a robust, and successful retail strategy. A brand's shelf visibility has never been more important due to the highly competitive landscape of the healthier for you sector that our product line competes in. With its track record of success, Hive Naturals is the ideal partner to help GFCO expand its retail presence," stated Matthew Clayton, CEO of GFCO.

"We love the fact that their products are locally made in BC, created by chefs and focused on natural ingredients, free from allergens, additives and gluten. We are thrilled to see the reaction of retailers to these amazing products and looking forward to seeing the product on shelves very soon," stated Amanda Kenny, Founder and Chief Merchandiser.

## About Hive Naturals

Hive Naturals is Canada's first & only merchandising agency specifically focused on servicing food & beverage brands in the natural product industry. Their team conducts hundreds of store visits per month and are the feet on the street for natural product brands in both natural/specialty & conventional stores.

For additional information on Hive Naturals please refer to [www.HiveNaturals.ca](http://www.HiveNaturals.ca).

## About The Good Flour Corp.

GFCO's mission is to provide a gluten-free, allergen free, hassle-free all-purpose baking flour blend that allows individuals with gluten and other food allergies to enjoy life without giving up their favorite foods or settling for low-quality alternatives. GFCO also provides gluten and allergen free fried chicken batter, fish & chip batter, pizza & pasta mix, tempura batter, pancake and waffle blend, cake mix and pizza crusts.

For additional information on The Good Flour Corp. please refer to [www.goodflour.co](http://www.goodflour.co).

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## Cautionary Note Regarding Forward-Looking Information

This news release contains "forward-looking information" concerning anticipated developments and events related to GFCO that may occur in the future. Forward looking information contained in this news release includes, but is not limited to, statements with respect to demand for GFCO's products, retail

distribution of GFCO's products, GFCO's future sales and business objectives.

In certain cases, forward-looking information can be identified by the use of words such as "expects", "intends", "anticipates" or variations of such words and phrases or state that certain actions, events or results "may", "would", or "might" suggesting future outcomes, or other expectations, assumptions, intentions or statements about future events or performance. Forward-looking information contained in this news release is based on certain factors and assumptions regarding, among other things, the timely receipt of regulatory approvals; the ability to source ingredients; the ability to attract qualified management and staff; the ability to effectively expand manufacturing and production capacity; the success of market initiatives and the ability to grow brand awareness; the ability to distribute Company's products; the ability to attract, maintain and expand relationships with key strategic restaurant and food service partners and GFCO will continue to have access to financing until it achieves profitability. While GFCO considers these assumptions to be reasonable, they may be incorrect.

Forward looking information involves known and unknown risks, uncertainties and other factors which may cause the actual results to be materially different from any future results expressed by the forward-looking information. Such factors include risks related to general business, economic and social uncertainties; local and global market and economic uncertainties arising in respect of the COVID-19 pandemic; risks associated with supply chain for machinery and equipment; litigation, availability of key product ingredients; legislative, environmental and other judicial, regulatory, political and competitive developments; failure to effectively expand production capacity; the ability to obtain retail partners to distribute Company's products; failure to attract, maintain and expand relationships with key restaurant and food service partners; changing consumer taste preferences; delay or failure to receive regulatory approvals; the sufficiency of our cash to meet liquidity needs; failure to attract qualified management and staff, labour disputes; and the additional risks identified in the "Risk Factors" section of GFCO's filings with applicable Canadian securities regulators.

Although GFCO has attempted to identify factors that could cause actual results to differ materially from those described in forward-looking information, there may be other factors that cause results not to be as anticipated. Readers should not place undue reliance on forward-looking information. The forward-looking information is made as of the date of this news release. Except as required by applicable securities laws, GFCO does not undertake any obligation to publicly update forward-looking information.

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