

The Good Flour Corp. Receives 500 Store Order from Leading Global Retailer

New customer has nearly 4,700 locations across nine countries and three continents

VANCOUVER, BC, Jan. 19, 2023 /CNW/ - **The Good Flour Corp.** (CSE: GFCO) (OTCQB: GFCOF) (FSE: 3KZ) ("**GFCO**") is pleased to announce a substantial expansion to GFCO's retail footprint with an initial order from one of North America's and the world's largest retailers, with nearly 4,700 locations (the "Customer"). The Customer was ranked in the top 100 of 2022 Fortune 500 company listings. The Good Flour Corp. has moved forward with an initial order that will place GFCO products in approximately 500 of the Customer's stores throughout Canada.

The initial order is for GFCO's gluten- and allergen-free fried chicken batter, fish & chip batter, pizza & pasta mix, pancake and waffle blend, and cake mix. GFCO hopes to add additional skus in the future as the relationship with the Customer develops.

"On the heels of a strong 2022, we are continuing the momentum in 2023 with a new revenue channel that will add 500 more points of sale for GFCO products from the outset, amid an ecosystem approaching nearly 4,700 stores worldwide," said Matthew Clayton, Chief Executive Officer at The Good Flour Corp. "We are committed to relentlessly executing on our goal to be a household name in the gluten-free and healthier food category and this is a significant milestone in that pursuit. With the pandemic moving further into the rear-view mirror, we see many large brick-and-mortar retailers switching into expansion mode again as shoppers once again enjoy the in-store experience, so this is an ideal time for us to keep our foot on the accelerator in both product development and distribution."

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.

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, the details of the benefits of the arrangement with the Customer, the addition of additional skus and 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 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; 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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