

The Good Flour Corp. New Product Developments Position it to Enter the USD 20.19 Billion Dollar Protein Supplements Market

Potato Protein can Induce Strong Muscle-Building Response

VANCOUVER, BC, Feb. 2, 2023 /CNW/ - **The Good Flour Corp.** (CSE: GFCO) (OTCQB: GFCOF) (FSE: 3KZ) ("**GFCO**") is pleased to highlight the market opportunity for its recently announced high protein pancake and waffle mix that is under development. GFCO is developing both an adult version and a version targeted towards children under the brand name "Patty Cakes™". According to Facts and Factors, the Global Protein Supplements Market size was worth USD 20.19 billion in 2021 and is projected to reach USD 32.56 billion by 2028, at a CAGR of approximately 9.29% between 2022 and 2028.¹

GFCO is developing these new products using potato protein. A new study suggests that potato protein consumption can strongly increase muscle protein synthesis rates at rest and during recovery from exercise. A recent study, published in *Medicine & Science in Sports & Exercise*, shows that plant-derived proteins can induce strong muscle-building response. Potato protein ingestion has been shown to increase muscle protein synthesis rates at rest and during recovery from exercise in humans.²

The new high protein pancake and waffle mix from Good Flour has been formulated with the health and wellness space in mind, it will be followed by additional products under development for the same vertical market. Key benefits of protein are: protein helps you feel full longer, protein boosts metabolism and protein aids with muscle recovery and growth.

The newly formulated mixes remain true to Good Flour's core product philosophy, they are Gluten Free, High in Fiber, Low on Sugar, Ready to Use, and Very Tasty.

"Our protein enriched products can address new vertical markets for us both online and through the retail channel," stated Matthew Clayton, CEO of GFCO. "There are over 91,000 specialty health stores in the USA alone creating a significant opportunity for our growing distribution and product reach. I am very proud of our formulation team that continue to make our healthy products, even healthier. We look forward to expanding both our distribution and product line with a focus on the wellness market."

1. <https://www.globenewswire.com/en/news-release/2022/10/03/2527296/0/en/Demand-for-Global-Protein-Supplements-Market-Size-to-Surpass-USD-32.56-Billion-by-2028-Exhibit-a-CAGR-of-9.29-Protein-Supplements-Industry-Trends-Share-Value-Analysis-Forecast-Repo.html>
2. https://journals.lww.com/acsms/mse/Fulltext/2022/09000/Potato_Protein_Ingestion_Increases_Muscle_Protein.18.aspx

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 products under developments, the potential market size for GFCO's products 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.

SOURCE The Good Flour Corp.

View original content: <http://www.newswire.ca/en/releases/archive/February2023/02/c2900.html>

%SEDAR: 00029438E

For further information: Company Contact: investors@goodflour.co, 604-423-4400

CO: The Good Flour Corp.

CNW 08:00e 02-FEB-23