

# The Good Flour Corp. Announces "Patty Cakes" Gluten- and Allergen-Free Protein Pancake Mix Designed for Children is Ready for Launch

VANCOUVER, BC, Feb. 28, 2023 /CNW/ - **The Good Flour Corp.** (CSE: GFCO) (OTCQB: GFCOF) (FSE: 3KZ) ("**GFCO**") is pleased to announce that it has completed the development of its latest portfolio addition, a children's protein pancake and waffle mix called "Patty Cakes™." Patty Cakes™ is enriched with 23 grams of potato protein and 100% free of gluten and all top allergens, including dairy, nuts, egg, and soy. Patty Cakes has been meticulously formulated to appeal to health-conscious parents seeking alternative to traditional pancake mixes. 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.<sup>1</sup>

In developing Patty Cakes™ GFCO focused on creating a reduced-sugar, gluten-free food that provides an appropriate amount of protein for children. Patty Cakes™ have no sugar added, keeping within CDC recommendations to limit caloric intake from this source. The Company feels Patty Cakes™ are ideal for school programs throughout North America looking to improve the quality of their nutritional offering to children.

The Company plans to initially distribute Patty Cakes™ through its direct-to-consumer website and through its online sales channels such as its listings on Amazon. The next stage will be to obtain retail store placement and food service clients. The Company has updated media related to the launch of Patty Cakes™ that can be access through the following link: <https://youtu.be/DmqnMUzSdQ>.

"I am very impressed with the team at GFCO with the development of Patty Cakes™. Through market research and analysis, GFCO identified the market need for a product such as Patty Cakes™ and was quickly able to develop a product that kids will love to eat and provides essential nutrients. This is a great alternative to the high sugar and processed foods that have been dominating the marketplace," said Matthew Clayton, Chief Executive Officer of GFCO. "With GFCO's automated production line, it will quickly be able to scale production to meet future demand for this product.

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-b>

## 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 (including Patty Cakes™), cake mix and pizza crusts.

For additional information on The Good Flour Corp. please refer to [www.goodflour.co](http://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, future sales channels for 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/February2023/28/c9812.html>

%SEDAR: 00029438E

**For further information:** [investors@goodflour.co](mailto:investors@goodflour.co), 604-423-4400

CO: The Good Flour Corp.

CNW 08:00e 28-FEB-23