

# Armando Christian Pérez Joins The Good Flour Corp. As a Strategic Advisor

VANCOUVER, BC, March 14, 2023 /CNW/ - **The Good Flour Corp.** (CSE: GFCO) (OTCQB: GFCOF) (FSE: 3KZ) ("**GFCO**") is pleased to announce that Armando Christian Pérez has joined GFCO as part of a group that will provide strategic advisory services to GFCO. The services include the introduction of potential partners and purchasers of GFCO's exciting line of superfood packed alt-wheat flours. These products are gluten-free, allergen-free, additive-free, hassle-free. They are low sodium, low net carb, high fibre and contain more phosphorus and potassium than regular wheat. Products include flour, fried chicken batter, fish & chip batter, pizza & pasta mix, tempura batter, pancake and waffle blend, cake mix and pizza crusts.

Armando Christian Pérez is an international recording artist, education advocate, business entrepreneur and motivational speaker. Armando's success as an entrepreneur has come from focusing on businesses that promote health, wellness, sustainability, and education. His commitment to education has seen him open several charter schools with a focus on sports, leadership, and management. His other business interests include a TV development company, consumer products, endorsement deals with major global brands, real estate, restaurants and sustainability ventures.

"We are excited that Armando has joined GFCO as a strategic advisor," says Matthew Clayton, Chief Executive Officer of GFCO. "GFCO has developed a superfood alt-wheat product and Armando's business acumen and network will significantly increase GFCO's ability to find new customers and continue its rapid growth."

A total of 3,000,000 restricted share units have been granted that vest on the attainment of certain revenue and M&A based milestones.

## About The Good Flour Corp.

GFCO's mission is to provide chefs and individuals with the best blends to create recipes with its tried and true mixes, delivering consistent excellence every time. GFCO provides restaurants and grocery stores with better for you gluten and allergen free options: Fried Chicken Mix, All Purpose Baking Flour, Fish & Chip Batter, Tempura Batter Mix, Pizza & Pasta mix, Vanilla Cake Mix, Pancake & Waffle Mix, and pizza crusts. As well as the newly launched Patty Cakes™, a potato protein pancake mix for kids.

GFCO chooses high quality ingredients and blending them for taste and texture to give our customers gluten/allergen free options so they can enjoy life without giving up their favorite food and get back the good food they deserve.

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 the benefits of the relationship with Armando Christian Pérez, demand for 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 obtain retail partners 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 manufacturing and production capacity; the ability to obtain retail partners to distribute Company's products; failure to attract, maintain and expand relationships with key strategic 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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