

# The Good Flour Corp. to Present at CHFA NOW Trade Show

VANCOUVER, BC, March 29, 2023 /CNW/ - **The Good Flour Corp.** (CSE: GFCO) (OTCQB: GFCOF) (FSE: 3KZ) ("**GFCO**") is pleased to announce that it will be showcasing its better for you gluten/allergen free flour and dry good blends at the CHFA NOW Trade Show: Western Canada's largest natural health and organics trade event. The CHFA NOW Conference and Trade Show will be held at the Vancouver Convention Centre in Vancouver, BC, from March 30<sup>th</sup> to April 2<sup>nd</sup>, 2023.

"This is our second year attending the CHFA NOW as The Good Flour Co. and I am proud regarding the significant accomplishments we have made since last year," said Matthew Clayton, CEO of GFCO. "The show will give us a further opportunity to showcase our existing products, as well as roll out some of our newest creations such as Patty Cakes™, a potato protein pancake mix for kids."

Show attendees can visit the GFCO at Booths #233 and 235.

If you are interested in booking a meeting or interview with GFCO at CHFA NOW please reach out to: Ms. Molly Millar [mmillar@goodflour.co](mailto:mmillar@goodflour.co)

The Company has also granted a total of 2,000,000 restricted share units to an arm's length advisor that vest on the attainment of certain revenue and M&A based milestones. The advisor also received a grant of 200,000 stock options exercisable at \$0.69 and expiring on March 28, 2028.

## 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 demand for GFCO's products, the details of products under developments 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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**For further information:** investors@goodflour.co, 604-423-4400

CO: The Good Flour Corp.

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