

The Good Flour Corp. Introduces Advisory Board Member Dr. Joey Shulman

VANCOUVER, BC, May 10, 2023 /CNW/ - **The Good Flour Corp.** (CSE: GFCO) (OTCQB: GFCOF) (FSE: 3KZ) ("**GFCO**") is pleased to announce the appointment of Dr. Joey Shulman to its Advisory Board. Dr. Shulman, is a highly respected authority on natural healthcare and nutrition and will bring her extensive expertise in holistic health and wellness to GFCO.

Dr. Shulman's passion for natural healthcare and nutrition has been the focus of her career for over twenty years. Her philosophy of "improve the quality of your food to improve the quality of your life" has enhanced the health of thousands across North America. As a 3x national best-selling author and well-known media personality, Dr. Joey is a highly regarded authority on health and achieving optimal wellness.

Dr. Joey has run Ontario's #1 holistic clinics -Shulman Health - for nearly two decades, where her personal approach puts emphasis on whole foods, hormonal balance, and gut health. In addition, as a mother of a celiac daughter (and being gluten-sensitive herself), she is also passionate about helping her clients find healthy alternatives.

As the media's "go-to" on natural healthcare, Dr. Shulman has been one of Cityline's top health experts for over 13 years. She has also been published in numerous publications such as Canadian Living, Flare, Chatelaine, The Post, and Oxygen.

After receiving her honours degree in psychology from Concordia University, Dr. Joey went on to become a doctor of chiropractic at Canadian Memorial Chiropractic College and finished up her education by becoming a holistic nutritionist.

Commenting on the appointment, Incoming GFCO CEO Hamid Salimian said, "We are delighted to welcome Dr. Joey Shulman to our Advisory Board. Her extensive experience and expertise in holistic health and wellness will be invaluable to our company as we continue to grow and expand the distribution of our product offerings. We are excited to have her join our team and look forward to working closely with her."

"I am thrilled to be joining the Advisory Board of Good Flour Corp.," said Dr. Joey Shulman. "I am passionate about promoting healthy and natural food choices, and I believe that The Good Flour Corp. is committed to providing its customers with the highest quality products. I look forward to working with the team to help advance the company's mission and vision."

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.

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 development 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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CNW 08:00e 10-MAY-23