

The Good Flour Corp. Introduces PureMelt Cheeze Product

Vancouver, British Columbia--(Newsfile Corp. - January 16, 2024) - **The Good Flour Corp. (CSE: GFCO) (OTCQB: GFCOF) (FSE: 3KZ) ("GFCO" or the "Company")** is excited to present PureMelt Cheeze™, a trailblazing addition to its product line that represents the zenith of plant-based culinary innovation. Developed with an unwavering commitment to health and sustainability, PureMelt Cheeze™ is meticulously crafted to be free of the top 10 allergens, ensuring that it is accessible to all without sacrificing the decadent experience of traditional cheese. Its unique formula boasts a rich and creamy profile with the perfect caramelization and stretch, making it indistinguishable from mozzarella on a pizza.



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GFCO sources its ingredients with the utmost care, focusing on quality and the allergy-free promise. PureMelt Cheeze™ is a heart-healthy option with no saturated fat, zero cholesterol, and lower levels of sodium, catering to the nutritional needs of our customers. This product is non-GMO, gluten-free, and vegan, it speaks to our dedication to purity and excellence.

Through rigorous testing with top-tier chefs across Canada, PureMelt Cheeze™ has consistently been the preferred choice over our competitors, earning rave reviews for its authentic taste and performance in a professional kitchen setting. The product is launching in the first quarter of 2024 in Canada, with the goal to revolutionize the plant-based cheese market. The Company is in discussions with various food service locations to integrate the product into their menus.

The Company also announces that it and Presenture have agreed to terminate the existing engagement. Presenture's mandate was focused on making introductions to various food services brokers across the United States. These brokers have all been retained directly by the Company and the Company will transition to taking over the direct management of their sales efforts. The Company thanks Presenture for its services in setting up these food service broker arrangements.

The Company further announces that its securities will migrate from trading on the OTCQB to trading on the OTC Pink effective this month.

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 customers 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, pizza crusts, Patty Cakes™. As well as the newly launched PureMelt Cheeze™.

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.

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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 regarding demand for GFCO's products, the details of the availability and sales of PureMelt Cheeze™ and GFCO's future sales 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, GFCO will continue to have access to financing until it achieves profitability; the timely receipt of regulatory approvals; the ability to source ingredients; the ability to attract qualified personnel; the success of market initiatives and the ability to grow brand awareness; the ability to distribute Company's products; and the ability to attract, maintain and expand relationships with key strategic restaurant and food service partners. 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; the sufficiency of our cash to meet liquidity needs; 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; failure to attract qualified personnel, 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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