



Happy Belly Food Group's HolyCrap™ Cereal Expands Distribution to 69 Metro Locations Across Ontario

Toronto, Ontario – (October 3rd, 2022) – **Happy Belly Food Group Inc. (CSE: HBFG) (OTCQB: VGANF)** ("**Happy Belly**" or the "**Company**"), a Quick Serve Restaurant ("QSR") and Consumer Packaged Goods ("CPG") wellness company bringing delicious foods and retail brands to customers, is pleased to announce that its healthy and delicious breakfast cereal Holy Crap, is to be carried by 69 Metro locations across Ontario before the end of October.

"We would like to thank Metro and those on their account team whom have helped move this seamless process along and enabled our listing to be reflected in 69 of their retail locations across Ontario", said Shawn Moniz, CEO of Happy Belly Food Group. "The Metro banner, with its 328 stores including 119 Metro Plus stores in Quebec, is an ideal retailer for our brand as it introduces tens of thousands of potential customers to our cereal and supersedes brand each and every day. This retail expansion is an example of our sales team's relentless effort to expand, develop, and increase our CPG brands footprint across the Canadian landscape. As a growth company our focus on delivering organic growth with each of our brands is key to our success as we execute on our strategy and demonstrate our ability to continually drive results and shareholder value".

Holy Crap Breakfast Cereal and Superseeds come in four delicious flavours, all of which contain certified organic, non-gmo, kosher and gluten free ingredients, such as hemp, buckwheat and chia seeds. Apple Cinnamon, Natural (Skinny B), Blueberry Apple and Mango Coconut are tasty, nutrient dense breakfast cereals which are high in fiber, and are free from the top 9 allergens and free from any additives like added flavors, preservatives, chemicals, color, salt, or oils.

About Metro

As a retailer, franchisor, distributor, and manufacturer, the Metro company operates or services a network of some 950 food stores under several banners including Metro, Metro



Plus, Super C and Food Basics, as well as of some 650 drugstores primarily under the Jean Coutu, Brunet, Metro Pharmacy and Drug Basics banners. Find out more at www.metro.ca.

About Happy Belly Food Group Inc.



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Shawn Moniz
Chief Executive Officer

FOR FURTHER INFORMATION, PLEASE VISIT:

www: www.happybellyfg.com or email hello@happybellyfg.com

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Cautionary Note Regarding Forward-Looking Statements

All statements in this press release, other than statements of historical fact, are "forward-looking information" with respect to the Company within the meaning of applicable securities laws. Forward-looking information is frequently characterized by words such as "plan", "expect", "project", "intend", "believe", "anticipate", "estimate" and other similar words, or statements that certain events or conditions "may" or "will" occur, and include the future performance of LumberHeads Food Co. Forward-looking statements are based on the opinions and estimates at the date the statements are made, and are subject to a variety of risks and uncertainties and other factors that could cause actual events or results to differ materially from those anticipated in the forward-looking statements. There are uncertainties inherent in forward-looking information, including factors beyond the Company's control. There are no assurances that the business plans for Happy Belly described in this news release will come into effect on the terms or time frame described herein. The Company undertakes no obligation to update forward-looking information if circumstances or management's estimates or opinions should change except as required by law. The reader is cautioned not to place undue reliance on forward-looking statements. For a description of the risks and uncertainties facing the Company and its business and



affairs, readers should refer to the Company's Management's Discussion and Analysis and other disclosure filings with Canadian securities regulators, which are posted on www.sedar.com.