



Happy Belly's LumberHeads Popcorn Introduces New Sea Salt Flavour And Begins Retail Distribution With Sobeys

Toronto, Ontario (December 30th, 2022) - Happy Belly Food Group Inc. (CSE: HBFG) (OTCQB: VGANF) ("Happy Belly" or the "Company"), a leading consolidator of emerging food brands is pleased to announce that its LumberHeads snack brand has expanded its product line with the addition of our Sea Salt flavour that has reached the shelves of its retail partners.

"We are pleased to announce continued organic growth with our LumberHeads snack brand, and the additional listing of a second product SKU at Sobeys locations, particularly in our brands hometown of Milton, Ontario", said Shawn Moniz, CEO of Happy Belly Food Group. "We continue to scale and operationalize our brands through our shared services model to accelerate product development, market growth, and product launches. In the short time since our acquisition of LumberHeads we have organically grown the brand from four (4) retail locations to over seventy (70) throughout southern Ontario as we continue to expand our distribution points monthly. We anticipate continued accelerated sales growth, product development (additional flavours) and continued adoption in our retail distribution network(s) throughout 2023. We will continue to drive additional market share, product adoption, and sales revenue as we grow our LumberHeads snack brand."

Happy Belly is pleased with the customer adoption it has received for its LumberHeads brand. Made with high quality ingredients that are Canadian sourced, being dairy free, peanut free, gluten free and kosher, our accelerated product development cycle will continue to drive market share as we drive sales growth into future quarters. Our roadmap for LumberHeads is just getting started.



About Happy Belly Food Group



Happy Belly Food Group Inc. (CSE: HBFGL)(OTCQB: VGANF) ("Happy Belly" or the "Company"), a leading consolidator of emerging food brands.

For more information please visit: www.HolyCrap.com, www.YamChops.com, www.LumberHeads.com, www.HealWellness.ca, www.LettuceLoveCafe.com, www.LadyGlazeDoughnuts.com, www.PirhoGrill.com, and www.HappyBellyFG.com.

Happy Belly Food Group

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.