



## Happy Belly's Lettuce Love QSR Opens New Corporate Location in Toronto's Little Italy Food District

Toronto, Ontario (January 6<sup>th</sup>, 2023) - 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 it has completed construction and opened a new corporate location for its Lettuce Love brand in the heart of little Italy in downtown Toronto.

"Within 3 months of our acquisition of lettuce love, we have successfully leveraged existing infrastructure and real estate at our college street location to rapidly and cost effectively open an additional corporate store of Lettuce Love. Demonstrating our ability to quickly integrate into existing infrastructure to maximize efficiently, speed to market, and cost-effective use of physical assets. The location expands our customer reach in an area that is heavily populated and is demographical aligned to the brand, giving us tremendous opportunity in-store, as well as delivery", said Shawn Moniz, CEO of Happy Belly. "Our College street location now houses three (3) Happy Belly brands (Lettuce Love, Heal Wellness, and Yamchops) and is made possible by our tightly integrated shared services model that is optimized for growing brands at scale."

"We are excited by the team's execution to be able to open with significantly reduced capital requirements. Having a stable of emerging QSR growth brands is what will allow Happy Belly to quickly leverage real estate opportunities like this to accelerate organic growth. We look forward to continuing to execute on our multi-branded restaurant model as we accelerate our business organically and inorganically through smart accretive M&A."

### **About Lettuce Love Café**

*Lettuce Love was created solely with your health in mind for delivering delicious gluten-free meals, smoothies & treats. Ingredients and products used are sourced from sustainable, fair-trade, non-GMO sources, are local and organically farmed when available. We proudly prepare all our menu selections fresh, at the time they are ordered to provide the maximum nutritional benefits. Often surprising and seducing hard core carnivores with many of our vegan and gluten*

# HAPPYBELLY

FOOD GROUP

*free dishes, Lettuce Love Cafe, offers a warm welcome to everyone.*



LETTUCELOVE  
CAFÉ



LOCAL BURGERS 100% GLUTEN-FREE  
SMOOTHIES RAW FOODS  
SUSTAINABLE  
SANDWICHES HEALTHY  
NATURAL BOWLS

The Company also announces that Dale Matheson Carr-Hilton Labonte, Chartered Professional Accountant (the “**Former Auditor**”) has resigned as auditor of the Company, and Buchanan Berry LLP, Chartered Professional Accountants (the “**Successor Auditor**”) of Calgary, Alberta, Canada, has been appointed as the Company’s Successor Auditor.

There were no reservations in the Former auditor’s audit reports for any financial period during which the Former Auditor was the Company’s auditor.

## About Happy Belly Food Group





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

For more information please visit: [www.HolyCrap.com](http://www.HolyCrap.com), [www.YamChops.com](http://www.YamChops.com), [www.LumberHeads.com](http://www.LumberHeads.com), [www.HealWellness.ca](http://www.HealWellness.ca), [www.LettuceLoveCafe.com](http://www.LettuceLoveCafe.com), [www.LadyGlazeDoughnuts.com](http://www.LadyGlazeDoughnuts.com), [www.PirhoGrill.com](http://www.PirhoGrill.com), and [www.HappyBellyFG.com](http://www.HappyBellyFG.com).

### **Happy Belly Food Group**

Shawn Moniz  
Chief Executive Officer

FOR FURTHER INFORMATION, PLEASE VISIT:

www: [www.happybellyfg.com](http://www.happybellyfg.com) or email [hello@happybellyfg.com](mailto:hello@happybellyfg.com)

*Neither the Canadian Securities Exchange nor its Regulation Services Provider (as that term is defined in the policies of the Canadian Securities Exchange) accepts responsibility for the adequacy or accuracy of this press release, which has been prepared by management.*

### **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](http://www.sedar.com).*