



## Happy Belly's Smash Burger Brand Rosie's Burgers Secures 3<sup>rd</sup> location in Toronto's Newest Urban Development, The Well.

Toronto, Ontario (November 23<sup>rd</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 it has secured a new store location for the opening of a 3<sup>rd</sup> Rosie's Burgers ("Rosie's") at the Well, in downtown Toronto.

"With our foot firmly on the gas and leaning in to accelerate growth we are pleased to announce that our Smash Burger brand Rosie's Burgers has secured a prime location in the busy pedestrian area of the Well in downtown Toronto. This will be Rosie's third (3<sup>rd</sup>) location. As we work within our wide network of landlord relationships and franchisee groups we are confident in our ability to once again grow a nationwide smash burger brand", said Sean Black, Chief Investment Officer of Happy Belly. We would like to thank RioCan (REI-UN-T) and Allied Properties (AP-UN-T) as we continue to work with them as we grow the footprint of our brands throughout Canada.

"We are active in multiple conversations with various groups across Canada as we continue to accelerate the growth of our brand portfolio. There is no shortage of opportunities as we continue to organically expand Happy Belly's footprint in the QSR space. We are happy to share the news of this location for Rosie's as we schedule its opening in Q1 2024. We look forward to continuing to share the news of many more newly secured locations for brands across our portfolio as we continue to accelerate growth through our asset-light franchise model. We are just getting starting here at Happy Belly.

### **About the Well**

The Well is currently one of the largest multi-use developments in Canadian history, scheduled to finish construction in June 2023. Covering a total of 7.8 square acres. The Well features six residential towers of 14-46 stories, and a 36-story office tower with three floors of extensive retail space on the ground level.



For franchising inquiries please see [www.happybellyfg.com/franchise-with-us/](http://www.happybellyfg.com/franchise-with-us/) or contact us at [hello@happybellyfg.com](mailto:hello@happybellyfg.com).

### **About Happy Belly Food Group**

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

### **Happy Belly Food Group**

Shawn Moniz  
Chief Executive Officer

FOR FURTHER INFORMATION, PLEASE VISIT:

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