



## Happy Belly's Heal Wellness QSR Announces Signing of its 43<sup>rd</sup> Franchise and 3<sup>rd</sup> Real-Estate Location in Calgary's Bridgeland Area

Toronto, Ontario (July 8<sup>th</sup>, 2024) - 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 multi-unit franchisee has signed a location in Calgary's Bridgeland area, making this their 5<sup>th</sup> location of out a committed 10 locations in Alberta for its Heal Wellness brand, a fresh smoothie bowls, acai bowls, and smoothies quick serve restaurant ("QSR").



"Bridgeland is known for its modern urban development attracting a diverse crowd of food enthusiasts, families, and young professionals. The area is bustling with foot traffic, thanks to its proximity to downtown, residential neighborhoods and parks. Bridgeland's reputation for supporting local businesses and its thriving dining scene create the perfect environment for Heal to thrive. We anticipate this location will significantly expand Heal's customer base in a densely populated area that matches the brand's demographics. This presents

substantial opportunities both in-store and through delivery services. We anticipate this location to be opened in Q4 2024,” said Sean Black, Chief Investment Officer of Happy Belly.

“The recent signing of Heal's 43<sup>rd</sup> franchise agreement in just over a year shows just how consistent and repeatable our growth model is as we continue to execute. This progress, alongside our area developers' success in franchise sales, indicates that the Heal brand is on its way to becoming a national growth leader.”

“The consistent expansion of our brands across Canada showcases the success of our franchising program. Franchisees gain from comprehensive training, continuous mentorship, and a wide array of resources, enabling them to run their businesses efficiently. The program mitigates the usual risks of entrepreneurship and offers a clear path to profitability, attracting a steady stream of eager investors. As we work with our real estate partners to search for sites that match our customers demographics, we also eagerly anticipate expanding to diverse and non-traditional locations like Universities, Hospitals, Travel Plazas, and Airports which our team has extensive experience working within.”

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 Heal Wellness**

Heal Wellness was founded with a passion and mission to provide quick, fresh wellness foods that support a busy and active lifestyle. We currently offer a diverse range of smoothie bowls and smoothies. We take pride in meticulously selecting every superfood ingredient on our menu to fuel the body, including acai smoothie bowls, smoothies, and super-seed grain bowls. Our smoothie bowls are crafted with real fruit and enriched with superfoods like acai, pitaya, goji berries, chia seeds, and more.

### **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

Founder, 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 Happy Belly and her subsidiaries. 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.sedarplus.ca](http://www.sedarplus.ca).*