



Happy Belly's Smash Burger Brand Rosie's Burgers Announces the Signing of a Franchisee for Oakville, Ontario

Toronto, Ontario (July 17th, 2024) - Happy Belly Food Group Inc. (CSE: HBFQ) (OTCQB: VGANF) ("Happy Belly" or the "Company"), a leading consolidator of emerging food brands is pleased to announce it has signed a franchisee for its seventh (7th) location of Rosie's Burgers ("Rosie's"), a boutique QSR restaurant brand serving original recipe smash burgers, poutine, onion rings, milkshakes and more, for the city of Oakville, Ontario.

"The Rosie's brand has definitely reached an inflection point with four (4) signed franchise agreements spanning two (2) provinces in the last four (4) weeks alone, with one site already in construction. Rosie's growth is accelerating at a pace that surpasses the early success days of our previous burger brand Burgers Priest, thanks to our asset light franchise model with Rosie's" said Sean Black, Chief Investment Officer of Happy Belly.



“Oakville is a coveted location for a QSR like Rosie’s. With a median household income higher than the national average, an affluent population that is loyal and supportive of local brands, and an engaged economy that lends itself to the adoption of high-quality dining establishments. The town is known for its active lifestyle, with numerous parks, trails, and recreational facilities that attract individuals interested in maintaining a healthy diet. Additionally, Oakville’s thriving retail environment and the presence of high-traffic areas such as shopping centers and business districts provide ample opportunities for attracting a steady stream of customers. The combination of these factors makes Oakville a promising market for Rosie’s, catering to the demand for delicious and convenient food options.”

“We look forward to continuing our accelerated growth both organically with our current brands and inorganically through strategic M&A. The rapidly evolving expansion of the Rosie’s brand exemplifies our ability to deliver accelerated organic growth as our franchise program consistently and reliably produces results. Our model provides franchisees with a blueprint for success, minimizing the risks typically associated with entrepreneurship.”

For franchising inquiries please see www.happybellyfg.com/franchise-with-us/ or contact us at hello@happybellyfg.com.

About Rosie's Burgers

Deliciously handcrafted smashed burgers, golden fries, and classic milkshakes. Rosie's is your neighbourhood burger shop serving up nostalgic flavours you know, love, and crave. From our Smashburger's and French fries to strawberry shakes and onion rings-we're all about keeping things simple and perfecting tradition. Because the classics were made classic for a reason, right?

About Happy Belly Food Group

Happy Belly Food Group Inc. (CSE: HBFG) (OTCQB: HBF GF) ("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.