



## THE GUMMY PROJECT ANNOUNCES EXPANSION INTO SOBEYS RETAIL NETWORK IN BRITISH COLUMBIA

- *Sobeys retail network in British Columbia includes all Safeway and Thrifty Foods locations*
- *Listing with Sobeys to provide rapid expansion of retail footprint in British Columbia*

**VANCOUVER, BC, 13 September, 2022 – The Gummy Project (“GUMMY” or the “Company”)** (CSE: GUMY - FSE: OOS - OTCQB: GUMYF) is pleased to announce that it has become an approved vendor at Sobeys Inc. in British Columbia.

“Sobeys provides premier distribution points in both Safeway and Thrifty Foods, some of British Columbia’s most well-known and established grocery retailers,” stated Charlie Lamb, President and CEO of GUMMY. “The demand for our Peachy Bees and Watermelon Sharks continues to grow as we execute our multi-channel sales strategy across Canada and into the United States.”

Sobeys has more than 111 years of experience in the food retail business. As one of only two national grocery retailers in Canada, Sobeys serves the food shopping needs of Canadians with approximately 1,500 stores in all 10 provinces. Sobeys’ retail network in British Columbia includes all Thrifty Foods and Safeway locations in the province.

“The initial feedback we’ve received from the Local Development Manager at Sobeys has been exceptional,” stated Curtis Clarke, VP, sales & marketing at Deans dairy & specialty foods. “Through this listing at Sobeys we at Dean’s are excited to help the Gummy Project reach an increasing number of consumers and draw awareness to their mandate of “Supporting endangered keystone species – one gummy at a time”.

## **About The Gummy Project**

We are a growing community of individuals and organizations who believe small contributions can add up to something big. We sell low sugar, plant based gummy products while raising money (and awareness) to support endangered keystone species. We are the only “better for you” candy company that is built to support our planet’s most precious species and ecosystems, while educating our future generations on the steps we must take today, to ensure a viable tomorrow. <https://shopgummies.com/>

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