



## Zoglo's Incredible Food Corp. Adds Canadian Food Industry Icon David Jeffs to Board of Directors

TORONTO, Sept. 7, 2021 /CNW/ - [Zoglo's Incredible Food Corp.](#) (CSE: ZOG) ("**Zoglo's**" or the "**Company**") is pleased and honoured to announce the addition of Canadian Food Industry expert, David Jeffs, to its Board of Directors.

David Jeffs has enjoyed a 28-year career with Loblaw Companies Limited fulfilling numerous senior level positions, including President, Westfair Foods, and Executive Vice President, Loblaw Companies - National Retail. David has spent his most recent years leading major efforts with the Perennial Group of Companies, the Performance Sports Group, US Foods, and Sobeys Inc. He is also currently active in Advisory Board positions with two other companies.

"Dave Jeffs is a food industry icon in Canada that is known for his depth of industry knowledge, professionalism, business acumen, and leadership. He has held senior leadership positions at Loblaw Companies & Sobeys Canada where he steered the business towards unprecedented success through timely differentiation and superior passion for innovative food. It will be a real pleasure having him join our Board of Directors and I am certain that our company will derive great value from his presence & leadership." said Anthony Morello, CEO of Zoglo's.

"I am very intrigued by the profound global growth of plant-based foods and how it is changing consumer habits. I look forward to working with the Zoglo's senior management team and Board as they shape this new world of food and nutrition. I am excited by the potential of Zoglo's leading-edge technology and the future innovations to come," commented David Jeffs.

### ABOUT ZOGLO'S INCREDIBLE FOOD CORP.:

Zoglo's Incredible Food Corp. is a publicly-traded plant-based food company which offers nutrient-rich, plant-based appetizers, veggies, and meat substitutes to fulfill consumers needs for all occasions and cooking requirements. The Company's wholly-owned subsidiary, Zoglo's Incredible Food Inc., currently offers 14 products through its Traditional Green Box product line and aims to offer 12 innovative products for the mainstream market through its new Zoglo's Incredible Black Box product line. Over the past 25 years, Zoglo's products have been in distribution in over 700 retail stores across Canada including Walmart, Shoppers Drug Mart, Sobeys and Loblaws, and has representation in the United States and Europe. The Company trades on the Canadian Securities Exchange under the ticker: ZOG.

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This news release contains forward-looking information. Such forward-looking statements or information are provided for the purpose of providing information about management's current expectations and plans relating to the future. Readers are cautioned that reliance on such information may not be appropriate for other purposes. Any such forward-looking information may be identified by words such as 'proposed', 'expects', 'intends', 'may', 'will', and similar expressions. Forward-looking information contained or referred to in this news release includes, but is not limited to the intended use of the net proceeds from the private placement. Forward-looking statements or information are based on a number of factors and assumptions which have been used to develop such statements and information, but which may prove to be incorrect. Although the Company believes that the expectations reflected in such forward-looking statements or information are reasonable, undue reliance should not be placed on forward-looking statements because the Company can give no assurance that such expectations will prove to be correct. Factors that could cause actual results to differ materially from those described in such forward-looking information include, but are not limited to: negative cash flow and future financing requirements to sustain operations, dilution, limited history of operations and revenues and no history of earnings or dividends, competition, economic changes and the impact of and risks associated with the ongoing COVID-19 pandemic. The forward-looking information in this news release reflects the current expectations, assumptions and/or beliefs of the Company based on information currently available to the Company. Any forward-looking information speaks only as of the date on which it is made and, except as may be required by applicable securities laws, the Company disclaims any intent or obligation to update any forward-looking information, whether as a result of new information, future events or results or otherwise. The forward-looking statements or information contained in this news release are expressly qualified by this cautionary statement.

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