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**GOODFOOD AWARDED MERCURIADES PRIZE FOR
SUCCESSFUL BUSINESS STRATEGY**

Montreal (QC), April 20, 2018 – Goodfood Market Corp. (“Goodfood” or “the company”) (TSX: FOOD) is proud to have won the prestigious Mercuriades award in the Successful Business Strategy category.

The prize, which was awarded last night to Goodfood by the *Fédération des chambres de commerce du Québec* (FCCQ) in partnership with Quebec’s *Ordre des comptables professionnels agréés* (CPA), recognizes the achievement of an organization in terms of developing a growth strategy to maximize its potential.

“Goodfood is honoured to win the 2018 Mercuriades Award for the most Successful Business Strategy for 2017. This award is a testament to the tireless work of the entire Goodfood team to build our business into the meal kit market leader it is today, said Jonathan Ferrari, Chief Executive Officer of Goodfood. We thank the FCCQ and the *Ordre des CPA du Québec* for this honour, and we congratulate all other awardees and finalists for their business successes of 2017.”

The FCCQ’s Mercuriades Awards are presented, on an annual basis, to the top-performing small and medium-sized enterprises, large corporations and non-profit organizations with operations in Quebec that exemplify best practice across a range of business activities.

Building from strength-to-strength and from coast-to-coast

Goodfood is the market leader in the meal kit industry in Canada. Since launching in 2014, the company has experienced substantial growth in revenues and subscribers, increasing by more than 300% in both areas over the past year alone. Thanks to its successful business strategy, Goodfood recorded the fastest revenue growth amongst TSX listed companies during the last twelve months.

Meal kits address growing lifestyle trends towards convenience, healthy food and value for money. Goodfood facilitates the creation of nutritious meals made with fresh and quality ingredients with a minimum of preparation time, including all the planning that goes into grocery shopping. The company is proud to partner with local farms to source its ingredients, and its business model reduces food waste and is environmentally friendly.

The company recently announced the upcoming launch of its national platform with the opening of a new Western Canadian production and distribution facility. This facility will

serve a new addressable market of up to 11 million consumers, and initial market testing by Goodfood has shown strong demand for its services in the region. The opening of the facility will extend the Goodfood experience to Canadians from coast to coast.

About Goodfood

Goodfood is Canada's leading meal kit company, delivering fresh ingredients that make it easy for subscribers to prepare delicious meals at home every week. Goodfood's objective is to take the hassle out of cooking, leaving subscribers with the fun part - cooking, sharing with family and eating. Subscribers select their favorite recipes from a variety of original dishes online. The company prepares a personalized box of fresh ingredients and delivers it to the subscriber's doorstep with easy step-by-step instructions. Headquartered in Montréal, Canada, Goodfood had 61,000 subscribers as at February 28, 2018.

www.makegoodfood.ca

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