



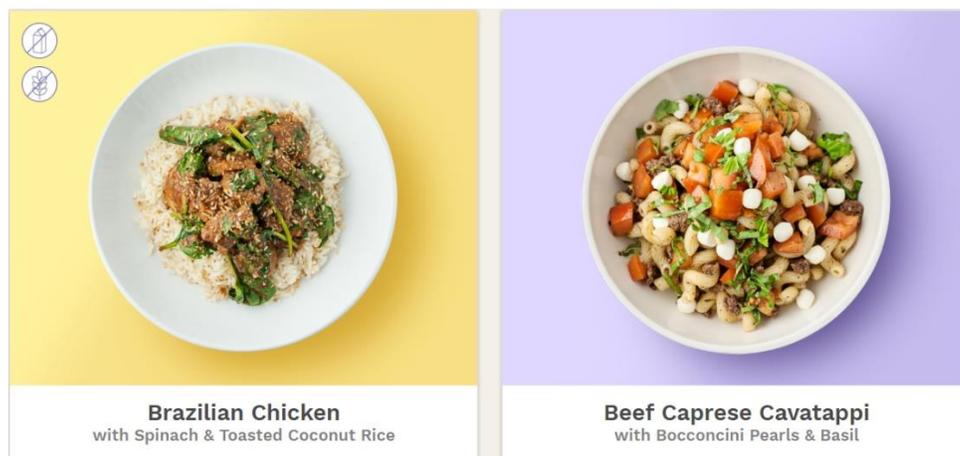
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## GOODFOOD LAUNCHES YUMM.CA, A VALUE MEAL KIT OPTION TARGETING COST-CONSCIOUS CANADIANS

**Montreal, Québec, May 16, 2019** – Goodfood Market Corp. (the “Company” or “Goodfood”) (TSX:FOOD) announced today the launch of Yumm.ca: Canada’s most affordable meal kit targeting cost-focused Canadian clients.



Yumm.ca is the lowest priced ready-to-cook meal option in Canada starting at \$6.99 per serving. Yumm’s flavorful meals are carefully created, with a limited numbers of quality ingredients that allow busy chefs to rapidly prepare their weekly recipes. Consumers have choice of four tasty meal options changing every week that can be ready in as little as 15 minutes! Meals include delicious options such as Brazilian Chicken with Spinach & Toasted Coconut Rice, Cajun Salmon with Slaw, Sweet Potato Wedges & Remoulade and Hoisin-Glazed Pork Chops with Red Kale & Ginger Rice (weekly menu available at [yumm.ca/en/on-the-menu](http://yumm.ca/en/on-the-menu)).



By targeting a different market with an innovative value proposition, Goodfood can leverage its national direct to consumer perishable goods supply chain in a way that has never been possible by any Canadian company. Yumm boxes are offered nationwide on Yumm.ca's website and fulfilled through our reliable infrastructure and delivery partners. Soft launched in April 2019, early results demonstrate very positive response through high consumer ratings and retention rate.

“We are very excited to launch our Yumm.ca value meal option across the country. This new initiative effectively expands our total addressable market as it unlocks untapped demographics including students and busy families. Leveraging Goodfood's scale and platform will lead to a superior customer experience, with high quality ingredients, yet providing our business with similar gross margin profile, enhanced customer retention and lower acquisition costs. We believe it will also improve unit economics for the overall business by offering the right meal solution to the right consumer, thereby increasing engagement and loyalty among members. Yumm firmly positions us as the home meal solutions leader in Canada as we grow the two most compelling brands in their respective spaces,” said Jonathan Ferrari, Chief Executive Officer of Goodfood.

#### **About Goodfood Market Corp.**

Goodfood Market Corp. is a leading home meal solutions company in Canada, delivering fresh ingredients through two brands, Goodfood and Yumm.ca, 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. The Company has its main production facility and administrative offices based in Montreal, Quebec, and a second production facility in Calgary, Alberta. Goodfood had 159,000 active subscribers as of February 28, 2019. [www.makegoodfood.ca](http://www.makegoodfood.ca)

#### **For further information:**

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### **Caution Regarding Forward-Looking Statements**

This release contains forward-looking information” within the meaning of applicable Canadian securities legislation. Such forward-looking information includes, but is not limited to, information with respect to our objectives and the strategies to achieve these objectives, as well as information with respect to our beliefs, plans, expectations, anticipations, estimates and intentions. This forward-looking information is identified by the use of terms and phrases such as “may”, “would”, “should”, “could”, “expect”, “intend”, “estimate”, “anticipate”, “plan”, “foresee”, “believe”, or “continue”, the negative of these terms and similar terminology, including references to assumptions, although not all forward-looking information contains these terms and phrases. Forward-looking information is provided for the purposes of assisting the reader in understanding the Company and its business, operations, prospects and risks at a point in time in the context of historical and possible future developments and therefore the reader is cautioned that such information may not be appropriate for other purposes. Forward-looking information is based upon a number of assumptions and is subject to a number of risks and uncertainties, many of which are beyond our control, which could cause actual results to differ materially from those that are disclosed in or implied by such forward-looking information. These risks and uncertainties include, but are not limited to, the following risk factors which are discussed in greater detail under “Risk Factors” in the Company’s annual information form for the year ended August 31, 2018 available on SEDAR at [www.sedar.com](http://www.sedar.com): limited operating history, negative operating cash flow, food industry, quality control and health concerns, regulatory compliance, regulation of the industry, public safety issues, product recalls, damage to Goodfood’s reputation, transportation disruptions, product liability, ownership and protection of intellectual property, evolving industry, unionization activities, reliance on management, factors which may prevent realization of growth targets, competition, availability and quality of raw materials, limited number of products, environmental and employee health and safety regulations, online security breaches and disruption, reliance on data centers, open source license compliance, future capital requirements, operating risk and insurance coverage, management of growth, conflicts of interest, litigation, and catastrophic events. Although the forward-looking information contained herein is based upon what we believe are reasonable assumptions, readers are cautioned against placing undue reliance on this information since actual results may vary from the forward-looking information. Certain assumptions were made in preparing the forward-looking information concerning availability of capital resources, business performance, market conditions, and customer demand. Consequently, all of the forward-looking information contained herein is qualified by the foregoing cautionary statements, and there can be no guarantee that the results or developments that we anticipate will be realized or, even if substantially realized, that they will have the expected consequences or effects on our business, financial condition or results of operation. Unless otherwise noted or the context otherwise indicates, the forward-looking information contained herein is provided as of the date hereof, and we do not undertake to update or amend such forward-looking information whether as a result of new information, future events or otherwise, except as may be required by applicable law.