



For Immediate Distribution

Goodfood Evolves as Canada's Modern Online Grocer with Free One-Hour Delivery

The brand introduces an elevated grocery experience with high-quality meal solutions and essential groceries nationwide and one-hour delivery in key markets

Montreal (Quebec) and Toronto (Ontario), November 9, 2021 – Goodfood Market Corp. (“Goodfood” or “the Company”) (TSX: FOOD), a leading online grocery company in Canada, is introducing one-hour or less delivery to high-density markets throughout the month of November including 18 neighbourhoods in Toronto and Montreal, by leveraging our world class infrastructure and continuing to invest in technology, staffing and cloud stores to meet client demand for ever more rapid delivery times. Our first area is now operational and available to more than 1 million customers in downtown Toronto.

In addition, Goodfood is expanding its platform and well-known meal kit subscription service to offer thousands of grocery items as well as our critically acclaimed restaurant quality meal kits and ready-to-eat offerings. Goodfood’s continued evolution of services addresses the ever-increasing demand for fast and flexible quality grocery options for Canadian households.

“Goodfood is making it easier for Canadians to get fresh, unique, high quality grocery items and meal kits fast, because as we all know, the way we live, work and shop has dramatically changed,” says Goodfood Chief Executive Officer, Jonathan Ferrari. “We want to continue to support and empower Canadians’ food convenience, efficiency and discovery in the kitchen - whether they are brand new or seasoned home cooks.”

This move to meaningful grocery choice and quick, easy access through any device marks Goodfood’s continued efforts to redefine how grocery is considered, incorporated and purchased throughout the user journey.

“Canadian consumers are at the centre of everything we do. Our number one goal is to make Canadians’ lives better, happier, and healthier every day,” says Ferrari. “We are excited to extend one-hour delivery to new cities over the coming months to differentiate Goodfood as a new, unique and accessible grocery option, continuing to think of innovative ways to respond to consumer demands.”

One-Hour Delivery is one of the many initiatives Goodfood is driving to innovate the way Canadians think about and access groceries. Earlier this quarter, Goodfood launched Same-Day Unlimited Delivery service in the Metro Vancouver Area. The brand also launched a partnership with Plug-In BC, launching Canada’s first fully electric refrigerated vehicle fleet now serving Vancouver.



ABOUT GOODFOOD

Goodfood (TSX:FOOD) is a leading online grocery company in Canada, delivering fresh meal solutions and grocery items that make it easy for customers from across Canada to enjoy delicious meals at home every day. Goodfood's vision is to be in every kitchen every day by enabling users to complete their grocery shopping and meal planning in minutes. Goodfood clients have access to a unique selection of online products as well as exclusive pricing made possible by its world class direct-to-consumer infrastructure and technology that eliminate food waste and costly retail overhead. The Company's main production facility and administrative offices are based in Montreal, Québec, with additional production facilities located in the provinces of Quebec, Ontario, Alberta, and British Columbia.

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FORWARD-LOOKING INFORMATION

This press 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", and "continue", as well as 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 on 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, 2020 available on SEDAR: limited operating history, negative operating cash flow, food industry , COVID-19 pandemic as well as the impact of the vaccine rollout, quality control and health concerns, regulatory compliance, regulation of the industry, public safety issues, product recalls, damage to Goodfood's reputation, transportation disruptions, storage and delivery of perishable foods, product liability, unionization activities, consolidation trends, ownership and protection of intellectual property, evolving industry, reliance on management, factors which may prevent realization of growth targets, competition, availability and quality of raw materials, 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, limited number of products , conflicts of interest , litigation, catastrophic events, risks associated with payments from customers and third parties, being accused of infringing intellectual property rights of others and, climate change and environmental risks. 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 the availability of capital resources, business performance, market conditions, and customer demand. In addition, information and expectations set forth herein are subject to and could change materially in relation to developments regarding the duration and severity of the COVID-19 pandemic as well as the impact of the vaccine rollout and its impact on product demand, labour mobility, supply chain continuity and other elements beyond our control. 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.