



For Immediate Distribution

**Goodfood Appoints Bipasha Chiu to its Management Team as
Chief Technology Officer**

Montreal (Quebec) and Toronto (Ontario), September 9, 2021

Goodfood Market Corp. (“Goodfood” or “the Company”) (TSX: FOOD), a leading online grocery company in Canada, announced today that Bipasha Chiu will be joining its management team as Chief Technology Officer, effective September 27, 2021. Bipasha Chiu is an experienced technology transformation and delivery executive focused in retail and digital commerce that will help continue building Goodfood’s technology platform.

“We are thrilled to welcome Bipasha Chiu as Goodfood’s Chief Technology Officer. She brings with her great experience in building and delivering ambitious technology roadmaps through her roles at the Liquor Control Board of Ontario (LCBO), Apotex, Canadian Tire and Capgemini,” said Jonathan Ferrari, Chief Executive Officer of Goodfood. “Bipasha’s achievements and experience in digitizing platforms are an ideal fit with our growth strategy and the competitive advantage we are building in our tech infrastructure. Her addition to the management team will be key to achieving Goodfood’s vision of being in every Canadian kitchen every day through a seamless online shopping experience,” concluded Mr. Ferrari.

Most recently, Bipasha was the Vice President of Business Technology Solutions at the LCBO where she partnered with business leaders to develop the IT roadmap and deliver the tech-enabled solutions that aligned to the LCBO strategy. Bipasha led her team to successfully implement significant technology changes in the supply chain and retail stores as well as being involved in expanding the LCBO’s e-commerce solutions, Grocery and LCBO convenience Outlets, including SameDay Pickup. Previously, Bipasha was a Global Director at Apotex where she successfully led a global team to deliver several transformation initiatives including the implementation of Salesforce, SuccessFactors and SAP as well as numerous research and development initiatives. Prior to that, as a Vice President at Canadian Tire, Bipasha was responsible for Merchandising, Supply Chain and Finance transformation initiatives and developing their Digital Strategy. Bipasha also spent thirteen years at Capgemini and predecessor Ernst & Young Consulting. She is a graduate of the University of Waterloo where she received with Honors a degree in Mathematics, Operations Research and Computer Science.

“Goodfood represents a unique and innovative opportunity to collaborate with a dynamic team and digitize the Canadian grocery industry. I look forward to the exciting journey of building the technology that meets the grocery needs of Canadians and supports our growing product selection and distributed manufacturing, distribution and fulfilment network,” said Bipasha Chiu.

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.