



For Immediate Distribution

**Goodfood to Report First Quarter of Fiscal Year 2023 Results and
Hold Virtual Annual General Meeting**

Montreal (Quebec), January 6, 2023

Goodfood Market Corp. (“Goodfood” or “the Company”) (TSX: FOOD), a leading Canadian online meal solutions company, will release its financial results for the first quarter of Fiscal 2023 on Tuesday, January 17, 2023, before markets open. Jonathan Ferrari, CEO, Neil Cuggy, President and COO, and Jonathan Roiter, CFO, will hold a conference call to review the results at 8:00 a.m. (ET) on the same day. In addition, Goodfood’s Annual General Meeting of Shareholders will also be held on Tuesday, January 17, 2023, at 10:00 a.m. (ET). The meeting will be held virtually through the virtual meeting platform of the TSX.

Details of the Q1 Earnings Conference Call:

When: January 17, 2023 at 8:00 a.m. ET
Dial in number: 1 (888) 396-8049 or 1 (416) 764-8646

Conference call replay available until January 24, 2023:
1 (877) 674-7070 or 1 (416) 764-8692
Replay passcode: 024494#

To access the webcast and view the slide presentation, click on this link:
<https://www.makegoodfood.ca/en/investisseurs/evenements>

The conference ID is 06024494.

Details of the Annual General Meeting:

When: January 17, 2023 at 10:00 a.m. ET
Location: Virtual through the platform TSX:

- Log in online at <https://virtual-meetings.tsxtrust.com/1418>
- Click “I have a control number” and then enter your control number and password “goodfood2023” (note the password is case sensitive); or
- Click “Guest” and then complete the online form (note that guests will be able to participate in the Meeting in listen-only mode and cannot vote)
- We recommend that you log in at least 15 minutes before the start time of the Meeting

You can access the slide presentation on Goodfood’s website:
<https://www.makegoodfood.ca/en/investisseurs/evenements>

ABOUT GOODFOOD

Goodfood (TSX: FOOD) is a leading digitally native meal solutions brand in Canada, delivering fresh meals and add-ons that make it easy for customers from across Canada to enjoy delicious meals at home every day. The Goodfood team is building Canada's most loved millennial food brand, with the mission to create experiences that spark joy and help our community live longer on a healthier planet. Goodfood customers have access to uniquely fresh and delicious products, as well as exclusive pricing, made possible by its world class culinary team and direct-to-consumer infrastructures and technology. We are passionate about connecting our partner farms and suppliers to our customers' kitchens while eliminating food waste and costly retail overhead. The Company's administrative offices are based in Montreal, Québec, with production facilities located in the provinces of Quebec and Alberta.

For further information:

Investors and Media

Jonathan Roiter
Chief Financial Officer
(855) 515-5191
IR@makegoodfood.ca

Roslane Aouameur
Vice President, Corporate Development
(855) 515-5191
IR@makegoodfood.ca

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, assumptions, estimates and intentions, including, without limitation, statements in the “Financial Outlook” section of the MD&A. 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 trends, current condition, 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 52-weeks ended September 3, 2022 available on SEDAR at www.sedar.com: limited operating history, negative operating cash flow and net losses, going concern risk, food industry including current industry inflation levels, COVID-19 pandemic impacts and the appearance of COVID variants, 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, failure to attract or retain key employees which may impact the Company’s ability to effectively operate and meet its financial goals, factors which may prevent realization of growth targets, inability to effectively react to changing consumer trends, competition, availability and quality of raw materials, environmental and employee health and safety regulations, the inability of the Company’s IT infrastructure to support the requirements of the Company’s business, online security breaches, disruptions and denial of service attacks, 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. This is not an exhaustive list of risks that may affect the Company’s forward-looking statements. Other risks not presently known to the Company or that the Company believes are not significant could also cause actual results to differ materially from those expressed in its forward-looking statements. 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 and the appearance of COVID variants 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.