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Gabriella's Kitchen Confirms Its Cannabis-Infused *alto*™ Products Have Launched in Northern California

Leading-edge cannabis wellness company brings new cannabis-infused products to California

CALGARY, ALBERTA, November 2, 2018 – Gabriella's Kitchen Inc. ("**GABY**" or the "**Company**") (CSE: **GABY**), an innovative and leading-edge cannabis wellness company, is pleased to announce that its *alto*™ brand of cannabis infused products ("**Infused Products**") have launched in Northern California.

GABY offers a variety of *alto*™ products including a line infused with cannabis-derived cannabinoids (including CBD and THC) which are part of GABY's "better-for-you" edibles line, the first such line to be offered, representing an entirely new approach to cannabis-infused products. The initial *alto*™ products released consist of infused, flavored olive oils, including an extra virgin olive oil, a truffle-infused olive oil, and a garlic-infused olive oil. In addition to the flavour-infusion, all are further infused with CBD or with a combination of CBD and THC, with a dosage per bottle (8 servings per bottle) ranging from 20 mg to 72 mg of THC (2.5 mg to 5 mg per serving) and 36 mg to 96 mg of CBD (4.5 mg to 4 mg per serving). For those wishing to enjoy *alto*™ without cannabinoids, GABY sells uninfused *alto*™ products on its website: www.gabriellas-kitchen.com

"We are extremely pleased to be adding the *alto*™ line into our product family," states Aaron Browe, Chief Executive Officer at Sonoma Pacific Distribution, a distributor of cannabis products in California. "The needs of the cannabis consumer are evolving, and the *alto*™ brand is filling a much-needed gap in this market; Gabriella's Kitchen is a trailblazer and we are excited to see the evolution and growth of this brand."

GABY's *alto*™ line represents an extension of the Company's existing established portfolio of healthy and nutritional meals, sauces and other "better-for-you" products currently sold in over 3,400 mainstream retailers across the United States and Canada. The *alto*™ products provide consumers with an innovative way to enhance their healthy living by supplementing every day ingredients with the health benefits offered by CBD and THC. In addition to this initial offering of infused oils, GABY is in various stages of development of additional and further differentiated products that it plans to launch over the coming weeks and into early 2019. The Company's Infused Products are an ideal complement to the Aunt Zelda's™ line of topicals, tinctures and concentrates, which was acquired by GABY through the acquisition of The Oil Plant ("**TOP**"), the closing of which was announced on October 16, 2018.

"We are very excited to see our *alto*™ products being shipped to California dispensaries, enabling customers to supplement their healthy living practices with delicious and nutritious options of infused cooking oils," said Margot Micallef, Founder and CEO of Gabriella's Kitchen. "We are particularly pleased that *alto*™ was introduced to the market by our very own distribution company, Sonoma Pacific Distribution, following the announcement of the acquisition of that company only last week".

GABY's growth strategy is centered around creating value for both consumers and investors by filling the void that exists between the medical and recreational cannabis markets and serves to position the Company well to leverage its early mover advantage in the developing cannabis wellness market. Through a combination of both acquisitions and organic growth, GABY intends to continue creating long-term shareholder value. The accretive value of the Company's acquisition strategy is evidenced by how quickly GABY was able to leverage the Sonoma Pacific Distribution transaction into potential revenue through the distribution of its *alto*[™] products into the California market, which is expected to be followed by expansion into other potential markets in the future.

About Gabriella's Kitchen

Gabriella's Kitchen (GABY) is a pure-play cannabis wellness company holding a manufacturing and distribution license issued by the California Bureau of Cannabis Control. With these licenses and with its existing infrastructure of major retailers and an extensive broker and distribution network, GABY is positioned to service both mainstream grocery with CBD infused products, and licensed cannabis retailers with CBD and THC-infused products throughout Canada and the United States. The Company also has over 25 non-infused products available in more than 3,400 major retail stores across the U.S. and Canada.

Italian sisters Margot and Gabriella co-founded GABY to bring high quality, delicious, healthy superfoods to the market. The desire to create the all-encompassing wellness company came after Gabriella received a dire cancer diagnosis which spurred the sisters to prolong Gabriella's life through a holistic approach to health. GABY directly and through TOP now offers a diverse range of products that cater to a variety of dietary and health concerns. Although Gabriella ultimately passed away from her illness, she lived exponentially longer than doctors predicted. Her memory and passion live on through GABY's mission: to empower people to live healthy lives without compromise.

Further information: For investment inquiries, please contact Margot Micallef, Founder & CEO or Scott Koyich, Investor Relations at IR@gabriellas-kitchen.com or (800) 674-2239. For media inquiries, please contact Lana Rogers, Public Relations Consultant, at Lana@Lanarogerspr.com or (403) 519-7959.

Disclaimer and Forward-Looking Information

The Canadian Securities Exchange does not accept responsibility for the adequacy or accuracy of this release. Certain information set forth in this news release may contain forward-looking statements that involve substantial known and unknown risks and uncertainties, certain of which are beyond the control of Gabriella's Kitchen Inc. Forward-looking statements are frequently characterized by words such as "plan", "continue", "expect", "project", "intend", "believe", "anticipate", "estimate", "may", "will", "potential", "proposed" and other similar words, or statements that certain events or conditions "may" or "will" occur. These statements are only predictions. Readers are cautioned that the assumptions used in the preparation of such information, although considered reasonable at the time of preparation, may prove to be imprecise and, as such, undue reliance should not be placed on forward-looking statements. Forward looking statements include, but are not limited to, the anticipated availability of the Company's Infused Products. The Company assumes no obligation to update forward-looking statements, whether as a result of new information, future events or otherwise, except as required by applicable law.

The Oil Plant, Inc. ("TOP") is a wholly owned subsidiary of GABY. TOP owns cannabis license in California. Cannabis is legal in the State of California however cannabis remains illegal under United States ("U.S.")

federal laws. The U.S. Department of Justice issued guidance in 2013 indicating that it will focus on certain enforcement priorities, outside of which it will generally not enforce federal prohibitions on cannabis in U.S. states that have authorized this conduct so long as the U.S. state has implemented a strong and effective regulatory program. This federal guidance is subject to change, rescission or alteration by other federal government policy pronouncements at any time. TOP's business is conducted in a manner consistent with the State law of California and is in compliance with regulatory and licensing requirements applicable in the State of California. However, the readers should be aware that change in federal guidance on enforcement actions could adversely affect TOP's ability to access private and public capital required in order to support continuing operations and its ability to operate in the U.S.