

GABRIELLA'S KITCHEN

Gabriella's Kitchen Products Now Available in Calgary CO-OP Grocery Stores

CALGARY, AB, and Santa Rosa, California. March 6, 2019. Gabriella's Kitchen Inc. ("GABY" or "the Company") (CSE:GABY), a leading North American manufacturer of better-for-you products, is excited to announce its retail partnership with Calgary Co-operative Association Limited ("Calgary Co-op). Beginning February, 2019, select GABY products, under the *Gabriella's Kitchen*[™] brand, will be available for purchase in Calgary Co-op grocery stores throughout Southern Alberta.

With locations in Calgary, Airdrie, Cochrane, High River, Okotoks and Strathmore, Calgary Co-op is one of the largest and most successful retail co-operatives in North America. Since 1956, the member-owned organization has been committed to improving the lives of community members. Calgary Co-op recently announced a \$2.25 billion investment in Calgary and area, which will see \$1 billion dedicated to retail operations and an additional \$1.25 billion invested into residential and office projects.

"As a locally owned and operated co-operative, Calgary Co-op is pleased to introduce the GABY line of products to our members," said Adam Tully, Grocery Operations Director for Calgary Co-op. "We believe they will appreciate the quality, care and consideration that has gone into the development of these products."

GABY develops, manufactures, produces and markets high-quality, nutritional food products, using healthy and unique ingredients in innovative ways to create healthy alternatives to traditionally unhealthy comfort foods. The award-winning product family includes: *Gabriella's Kitchen*[™], and *gabbypasta*[™] brands. With over 20 food products that offer consumers better-for-you options such as high-protein, low-calorie, low-carbohydrate, vegan, gluten-free and other allergy-sensitive products, GABY is a key player in the market. Additionally, GABY has recently launched "gaby," a wellness line of cannabis-infused products, available in certain states in the US.

"We are aligned with Calgary Co-op in so many ways" said Margot Micallef, Founder and CEO of GABY. "Like Co-op, investing in our community is crucial to us and we are so pleased to announce this expansion right here at home in Calgary. In addition, just as Calgary Co-op has expanded into cannabis, so has GABY and we look forward to the time when our cannabis-infused products can be sold in Canadian cannabis retail outlets. We look forward to making healthier living possible for even more members of our community," she concluded.

Gabriella's Kitchen products are currently available in over 3,400 conventional and natural retailers across the United States and Canada. Expansion into Calgary Co-op will add an additional retail stores to this number. Products available include high protein, superfood, gluten free and kids' frozen entrees. As a leading innovator in the 'better-for-you' foods market, the Company continues to expand its offerings and looks forward to launching further products in the coming year.

About Gabriella's Kitchen

Margot and her sister Gabriella co-founded GABY, a wellness company, after Gabriella received a dire cancer diagnosis which spurred the sisters to prolong Gabriella's life through a holistic approach to health. Today, GABY is a wellness company with its own manufacturing and

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distribution infrastructure and a diverse range of products that in some cases use cannabis and in others not, to address 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. GABY's products can be found in over 3400 retail locations in the US and Canada.

To learn more, please visit the Company website at www.gabyinc.com

About Calgary Co-op

Owned by members, Calgary Co-op is one of the largest retail co-operatives in North America. Our locations in Calgary, Airdrie, Cochrane, High River, Okotoks and Strathmore include: food centres, pharmacies, gas stations, car washes, commercial cardlocks, home health care centres, and wine, spirits and beer locations. With over 440,000 members, 3,850 employees, assets of \$572 million and annual sales of \$1.2 billion, Calgary Co-op was recognized as one of Alberta's Top 70 Employers of 2018, and is committed to delivering an exceptional customer experience through inspired team members.

Further information: For investment inquiries, please contact Margot Micallef, Founder & CEO or 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.