



YUMMY BEAR GOODS INC.
25th Floor, 700 West Georgia Street
Vancouver, British Columbia
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Yummy Bear Goods Inc. Announces New Sales Director, Former Nestle Canada and Huer Foods Sales Director Jean-Paul Eleizegui, to Lead Canadian Expansion

VANCOUVER, BC, September 20th, 2021, Yummy Bear Goods Inc., (CSE: YUMMY) ("Yummy Bear Candy" or the "Company") an affordable low sugar plant-based confectionery company, is pleased to announce Jean-Paul Eleizegui, former NESTLE CANADA Inc. Key Accounts Manager and HUER FOODS Director of Sales joins Yummy Bear Goods Inc. for its Canadian expansion.

As Director of Sales, Mr. Eleizegui will work closely with Yummy Bear's leadership team in the development of Category, Channel and Customer specific strategies to deliver mutually profitable growth for Yummy Bear and its retail partners.

Mr. Eleizegui has over 20 years of experience in the consumer-packaged goods industry. He was a part of a team that delivered annual gross sales volumes between \$50-60 million dollars exceeding year over year targets, while holding positions at Nestle and as National Director of Sales at Huer Foods, a company specializing in confectionery gummies. During his tenure with these companies, Mr. Eleizegui was able to build strong partnerships with buyers and key stakeholders in the industry. Mr. Eleizegui spearheaded an initiative to create a Costco specific gummy which became a top seller at Costco, leading its confectionery category and far exceeding initial projections.

"We are pleased to add Jean-Paul to the team. We are confident that his leadership, passion, and long-lasting industry relationships will be a significant asset to Yummy Bear. By leveraging his extensive 25 years of experience in the consumer-packaged goods sector, we should be able to scale our operations across Canada in a quick fashion with large retailers" states Erica Williams, CEO of The Company.

"I am pleased to join Yummy Bear, a truly special and rapidly growing healthy confectionery company. Consumer demand for better-for-you confectionery candy has risen year over year and specifically in the gummy space I feel it is still in its infancy and yet to scratch the surface. The Yummy Bear products I have shared with some of my buyers have received rave reviews and I expect many other purchasers to follow suit. I look forward to applying my past experience in consumer-packaged goods to take Yummy Bear to unprecedented growth" states JP Eleizegui.

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Cautionary Statement Regarding Forward-Looking Information

Except for the statements of historical fact, this news release contains “forward-looking information” within the meaning of the applicable securities legislation. The information in this news release about future plans and objectives of the Company, are forward-looking information. This forward-looking information is based on reasonable assumptions and estimates of management of the Company at the time it was made, and involves known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by such forward-looking information. Such factors include, among others: general business, economic and social uncertainties; local and global market and economic uncertainties arising in respect of the COVID-19 pandemic; litigation, availability of key product ingredients, legislative, environmental and other judicial, regulatory, political and competitive developments; the ability to effectively expand manufacturing and production capacity; the ability to obtain retail partners to distribute Company products, the success of market initiatives and the ability to grow brand awareness; the ability to attract, maintain and expand relationships with key strategic vendors; our ability to predict consumer taste preferences; delay or failure to receive regulatory approvals; the sufficiency of our cash to meet liquidity needs; those additional risks set out in the Company's public documents filed on SEDAR at www.sedar.com; and other matters discussed in this news release. Accordingly, the forward-looking statements discussed in this release may not occur and could differ materially as a result of these known and unknown risk factors and uncertainties affecting the Company. Although the Company believes that the assumptions and factors used in preparing the forward-looking statements are reasonable, undue reliance should not be placed on these statements, which only apply as of the date of this news release, and no assurance can be given that such events will occur in the disclosed time frames or at all. Except where required by law, the Company disclaims any intention or obligation to update or revise any forward-looking statement, whether as a result of new information, future events, or otherwise.