



Happy Belly Food Group's Heal Wellness QSR Announces the Grand Opening of its Newest Location in Cochrane, Alberta

Toronto, Ontario (April 22nd, 2026) - Happy Belly Food Group Inc. (CSE: HBFG) (OTCQB: HBFGF) ("**Happy Belly**" or the "**Company**"), a leader in acquiring and scaling emerging food brands is pleased to announce the grand opening of its newest Heal Wellness ("**Heal**") restaurant, opening this Saturday, April 25th, 2026, at 104 - 264 Park Street, Cochrane, Alberta. Heal Wellness is a fast-growing quick-service restaurant ("**QSR**") brand specializing in fresh smoothie bowls, açai bowls, and smoothies, built around clean ingredients and a better-for-you lifestyle.



“Today’s announcement not only validates our growth model but also marks another step toward our vision of making Heal Wellness North America’s leading smoothie bowl chain, measured by both scale and strong unit economics,” said Sean Black, Chief Executive Officer of Happy Belly. “With experienced local operators and rising demand for fresh, wellness-focused food options, we are building a strong foundation for continued growth while advancing our strategy of expanding high-quality restaurant brands across Canada.”

Cochrane’s unique demographic blend anchored by young families, professionals, and outdoor enthusiasts perfectly aligns with the Heal Wellness brand. As one of Alberta’s fastest-growing towns, Cochrane offers an ideal balance of small-town charm and urban connectivity, attracting residents who lead active, health-focused lives. Its proximity to Calgary and the Rocky Mountains creates a dynamic market that values fresh, energizing, and wholesome dining options. This new Heal Wellness location will serve as a destination for both local residents and visitors seeking better-for-you food choices in a vibrant, fast-developing community.



“Heal Wellness continues to expand rapidly across Canada and into the United States, solidifying its position as a leading açai and smoothie bowl brand. With **38** locations open and more than **170** in development, Heal contributes to Happy Belly’s broader portfolio of **666**

contractually committed retail franchise locations across multiple emerging brands in various stages of development, construction, and operation. Our predictable and disciplined growth engine continues to deliver measurable results as we expand our brands across Canada and the U.S. to create long-term value for our shareholders.”

“We are just getting started”, said Sean Black.

About Heal Wellness

Heal Wellness was founded with a passion and mission to provide quick, fresh wellness foods that support a busy and active lifestyle. We currently offer a diverse range of smoothie bowls and smoothies. We take pride in meticulously selecting every superfood ingredient on our menu to fuel the body, including acai smoothie bowls, smoothies, and super-seed grain bowls. Our smoothie bowls are crafted with real fruit and enriched with superfoods like acai, pitaya, goji berries, chia seeds, and more.

Franchising

For franchising inquiries please see www.happybellyfg.com/franchise-with-us/ or contact us at hello@happybellyfg.com.

About Happy Belly Food Group

Happy Belly Food Group Inc. (CSE: HBFQ) (OTCQB: HBFQF) ("Happy Belly" or the "Company") is a leader in acquiring and scaling emerging food brands across Canada.



Sean Black
Co-founder, Chief Executive Officer

Shawn Moniz
Co-founder, President

FOR FURTHER INFORMATION, PLEASE VISIT:

www: www.happybellyfg.com or email hello@happybellyfg.com

If you wish to contact us please call: 1-877-589-8805

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Cautionary Note Regarding Forward-Looking Statements

All statements in this press release, other than statements of historical fact, are "forward-looking information" with respect to the Company within the meaning of applicable securities laws. Forward-Looking information is frequently characterized by words such as "plan", "expect", "project", "intend", "believe", "anticipate", "estimate" and other similar words, or statements that certain events or conditions "may" or "will" occur and include the future performance of Happy Belly and her subsidiaries. Forward-Looking statements are based on the opinions and estimates at the date the statements are made and are subject to a variety of risks and uncertainties and other factors that could cause actual events or results to differ materially from those anticipated in the forward-looking statements. There are uncertainties inherent in forward-looking information, including factors beyond the Company's control. There are no assurances that the business plans for Happy Belly described in this news release will come into effect on the terms or time frame described herein. The Company undertakes no obligation to update forward-looking information if circumstances or management's estimates or opinions should change except as required by law. The reader is cautioned not to place undue reliance on forward-looking statements. For a description of the risks and uncertainties facing the Company and its business and affairs, readers should refer to the Company's Management's Discussion and Analysis and other disclosure filings with Canadian securities regulators, which are posted on www.sedarplus.ca.