



THE GOOD SHROOM CO TO LAUNCH IN ALL 71 FRESH THYME MARKET LOCATIONS IN USA

MONTREAL, July 22, 2022 /CNW/ - The Good Shroom Co Inc. (the "**Company**" or "**MUSH**") (TSXV: MUSH), to list its Teonan™ products in another key retailer.

MUSH, through its licensed subsidiary Teonan Biomedical Inc., operates Teonan™ instant wellness beverages and is pleased to announce that it is launching in all 71 Fresh Thyme Market locations this October.

Fresh Thyme Market is a leading natural grocery retailer in the midwest United States and is one of many key targets for Teonan due to its customer base which is health conscious and generally purchase clean label products. The Company's US sales and marketing team are working alongside Fresh Thyme Market to assure proper shelf positioning and visibility of all the Teonan products.

With the addition of Fresh Thyme Market, Teonan is now selling in approximately 200 grocery retail locations.

MUSH CEO Eric Ronsse stated "To succeed in the beverage industry it takes large scale distribution and a sales team with contacts and experience in the product review process of key accounts. As more larger grocers begin to take on our line of products it becomes more enticing to their competitors to also agree to list it. In other words, the larger we become the faster we grow. This is why we are pleased to announce our launch in Fresh Thyme Market.

The Company also announces that Mr. Stephanus Rossouw has resigned as a member of its board of directors effective immediately in order to pursue other opportunities.

On behalf of the board of directors Eric Ronsse stated "We'd like to thank Stephanus for his dedication and service to the company during its difficult start-up phase and into its next chapter. We wish him good health and success in his future endeavors."

www.thegoodshroom.co
www.teonan.com

About the Company

MUSH operates a portfolio of brands which include traditional cannabis and beverage products. It exists to promote the use of functional ingredients such as probiotics and functional mushrooms in consumer products. Its line of Teonan beverages are first a quality and tasty beverage but also contain a dose of functional mushrooms and probiotics.

We all have a daily routine; be it coffee, tea or another. Why not make that routine functional for body and mind by adding probiotics and mushrooms to it? Up to now no company has been able to maintain a familiar taste at a fair price while making them truly functional. The Good Shroom Co has

bridged that gap and intends on making its brands household names for making it a part of its customers daily routine.

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the Exchange) accepts responsibility for the adequacy or accuracy of this release.

Cautionary Note Regarding Forward-Looking Information

This press release contains statements which constitute "forward-looking statements" and "forward-looking information" within the meaning of applicable securities laws, including statements regarding the plans, intentions, beliefs and current expectations of the Corporation with respect to future business activities and sales, including the anticipated orders to be placed by the SQDC. Forward-looking statements are often identified by the words "may", "would", "could", "should", "will", "intend", "plan", "anticipate", "believe", "estimate", "expect" or similar expressions. Investors are cautioned that forward-looking statements are not based on historical facts but instead reflect the Corporation's expectations, estimates or projections concerning future results or events based on the opinions, assumptions and estimates of management considered reasonable at the date the statements are made. Although the Corporation believes that the expectations reflected in such forward-looking statements are reasonable, such statements involve risks and uncertainties, and undue reliance should not be placed thereon, as unknown or unpredictable factors could have material adverse effects on future results, performance or achievements. Among the key factors that could cause actual results to differ materially from those projected are the following: market acceptance of the Company's hash and other cannabis products, changes in the vendor's business or strategy, changes in our supplier's operations and pricing, expectations regarding competition and their pricing strategy; maintaining in good standing all necessary regulatory licenses and authorizations for its products; the benefits, safety, efficacy, dosing and social acceptance of cannabis related products and no material changes in the legal environment; changes in applicable laws and regulations compliance with extensive government regulation; operational risks related to and COVID-19 or other pandemic and supply chain disruptions and shortages. Should one or more of these risks or uncertainties materialize, or should assumptions underlying the forward-looking statements prove incorrect, actual results may vary materially from those described herein as intended, planned, anticipated, believed, estimated or expected. Although the Company has attempted to identify important risks, uncertainties and factors which could cause actual results to differ materially, there may be others that cause results not to be as anticipated, estimated or intended and such changes could be material. The Company does not intend, and do not assume any obligation, to update the forward-looking statements except as otherwise required by applicable law. Trading in the securities of the Company should be considered highly speculative.

SOURCE The Good Shroom Co Inc.

 View original content to download multimedia:

<http://www.newswire.ca/en/releases/archive/July2022/22/c5346.html>

%SEDAR: 00033633E

For further information: The Good Shroom Co Inc., Eric Ronsse, President, tel: (514) 924-2574, eric@teonan.com | websites: thegoodshroom.co, www.teonan.com

CO: The Good Shroom Co Inc.

CNW 09:20e 22-JUL-22