

Odd Burger Launches Retail Product Line for Grocery, Club and Convenience Channels

LONDON, ON, July 18, 2023 /CNW/ - Odd Burger Corporation ("Odd Burger" or the "Company") (TSX: ODD) (OTCQB: ODDAF) (FSE: IA9) is pleased to announce that it is launching a new consumer packaged goods (CPG) line designed specifically for retail sales channels including grocery, club and convenience.



Odd Burger retail product lineup. (CNW Group/Odd Burger Corporation)

The initial launch will feature 5 plant-based proteins including Odd Burger's Crispy ChickUn Fillet, Beefy Smash Burger, allergen-friendly Chickpea Burger, Breakfast Sausage and ChickUn Pretenders. The retail products are expected to be available starting September 2023 and will initially be sold at Odd Burger restaurant locations and select Canadian retailers.

"We are incredibly excited to launch our products for home use and make our food even more accessible," says James McInnes, CEO and co-founder of Odd Burger. "We believe that the growth potential for our retail line is significant because customers already love our food and know our brand."

The Company will be manufacturing the retail products through its manufacturing subsidiary, Preposterous Foods, based out of London, Ontario. Preposterous Foods currently manufactures a food service line with 12 plant-based proteins and 8 plant-based sauces for the Odd Burger restaurant chain. The Company has recently made its food service line available to external institutions such as schools, hospitals, retirement living and airlines and has hired A.S. Food Sales to represent the Company across Canada.

Odd Burger will also be utilizing A.S. Food Sales to accelerate the growth of its new retail product line and secure distribution with various retailers.

"We are excited to bring the amazing Odd Burger product line to the retail consumer. With their clean ingredients and easy to prepare at home line up, we know the Canadian consumer will gravitate towards this offering," says Andy Strub, president of A.S. Food Sales. "More and more people are looking for low processed foods made from wholesome ingredients and Odd Burger's retail offering is ideal for the conscientious consumer who cares about what they eat and prepare for their family and guests."

Odd Burger is currently taking orders from retailers for a September shipment date and encourages any retailers to reach out to A.S. Food sales for more information or to place an order:

About Odd Burger Corporation

Odd Burger Corporation is a chain of company-owned and franchised vegan fast-food restaurants as well as a food technology company that manufactures and distributes a proprietary line of plant-based protein and dairy alternatives to its locations. Odd Burger restaurants operate as smart kitchens, which use state-of-the-art cooking technology and automation solutions to deliver a delicious food experience to customers craving healthier and more sustainable fast food. With small store footprints optimized for delivery and takeout, advanced cooking technology, competitive pricing, a vertically integrated supply chain along with healthier ingredients, Odd Burger is revolutionizing the fast-food industry by creating guilt-free fast food. Odd Burger Corporation is traded on the TSX Venture Exchange under the symbol ODD and on the OTCQB under the symbol ODDAF. For more information visit <https://www.oddburger.com>.

Forward-Looking Information


This news release contains forward-looking information for the purpose of providing information about management's current expectations and plans relating to the future. Readers are cautioned that reliance on such information may not be appropriate for other purposes. Any such forward-looking information may be identified by words such as "proposed", "expects", "intends", "may", "will", and similar expressions. Forward looking information contained or referred to in this news release includes statements relating to future restaurant openings, potential franchisees, demand for our products and other similar statements. Forward-looking information is based on several factors and assumptions which have been used to develop such information, but which may prove to be incorrect including, but not limited to material assumptions with respect to the continued strong demand for the Company's products, the availability of sufficient financing on reasonable terms to fund the Company's capital requirements and the ability to obtain necessary equipment, production inputs and labour. Although the Company believes that the expectations reflected in such forward-looking information are reasonable, undue reliance should not be placed on forward-looking information because the Company can give no assurance that such expectations will prove to be correct. Risks and uncertainties that could cause actual results, performance or achievements of the Company to differ materially from those expressed or implied in such forward-looking information include, among others, negative cash flow and future financing requirements to sustain and grow operations, limited history of operations and revenues and no history of earnings or dividends, expansion of facilities, competition, availability of raw materials, dependence on senior management and key personnel, general business risk and liability, regulation of the food industry, change in laws, regulations and guidelines, compliance with laws, unfavourable publicity or consumer perception, product liability and product recalls, risks related to intellectual property, difficulties with forecasts, management of growth and litigation, as well as the impact of, uncertainties and risks associated with the ongoing COVID-19 pandemic, many of which are beyond the control of the Company. For a more comprehensive discussion of the risks faced by the Company, please refer to the Company's Annual Information Form filed with Canadian securities regulatory authorities at www.sedar.com. The forward-looking information in this news release reflects the current expectations, assumptions and/or beliefs of the Company based on information currently available. Any forward-looking information speaks only as of the date on which it is made and, except as may be required by applicable securities laws, the Company disclaims any intent or obligation to update any forward-looking information, whether as a result of new information, future events or results or otherwise. The forward-looking information contained in this news release is expressly qualified by this cautionary statement.

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