Odd Burger Announces Retail Listing with Goodness Me! Natural Food Market

LONDON, ON, Oct. 31, 2024 /CNW/ - Odd Burger Corporation ("Odd Burger" or the "Company") (TSXV: ODD) (OTCQB: ODDAF) (FSE: IA9) is pleased to announce that its retail product line is now available at Goodness Me! Natural Food Market ("Goodness Me") locations across Ontario.

Odd Burger retail products in front of Goodness Me! Natural Food Market. (CNW Group/Odd Burger Corporation)

The listing adds 8 additional distribution points in Ontario for the Odd Burger retail line, including Goodness Me locations in Hamilton, Burlington, Waterloo, Guelph, Brantford, London, Barrie and Waterdown. Goodness Me currently stocks 3 Odd Burger SKUs including its plant-based Breakfast Sausage, Smash Burgers and Chickpea Burgers.

"Our customers have been absolutely loving the Odd Burger retail line so far," says Evan Hall, Category Manager for Goodness Me. "We are excited to keep working and growing with the Odd Burger brand to bring innovative and sustainable food to our community."

Goodness Me was established in 1981 and has a simple mission to discover, educate and offer healthy living products to the communities they serve.

Retail Line Growth

Odd Burger has seen significant growth of its retail line this year, with total sales growing over 127% from January 2024 to September 2024. In June 2024, Odd Burger launched its retail line into Whole Foods Market Canada, where it continues to see consistent demand. The Odd Burger retail line is currently available at over 40 outlets, with many additional retail distribution points in development.

"We have been meticulous with our retail expansion strategy," says James McInnes, CEO and Co-Founder of Odd Burger. "We want to make sure that we have the right products at the right price, before pushing our retail expansion. I believe we may be at the point where the data is telling us that we're ready."

Extension of Private Placement of Convertible Debentures

The Company is also pleased to announce that it intends on extending its previously announced private placement of convertible debentures for an additional 30 days. The approval of the extension will be subject to acceptance by the TSX Venture Exchange.

About Odd Burger Corporation

Odd Burger Corporation is a franchised vegan fast-food restaurant chain and food technology company that manufactures a proprietary line of plant-based protein and dairy alternatives. Its manufactured products are distributed to Odd Burger restaurant locations through its foodservice line and also sold at grocery retailers through its consumer-packaged goods (CPG) line. 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 that can be enjoyed at its restaurant locations or at home though its CPG line. 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 forwardlooking 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.

Non-GAAP Measures

This news release may refer to certain non-GAAP measures. These measures are not recognized measures under IFRS, do not have a standardized meaning prescribed by IFRS, and are therefore unlikely to be comparable to similar measures presented by other companies. Rather, these measures are provided as additional information to complement those IFRS measures by providing further understanding of our results of operations from management's perspective. Accordingly, these measures should not be considered in isolation nor as a substitute for analysis of our financial information reported under IFRS. The TSX Venture Exchange has neither approved nor disapproved the contents of this news release. Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this news release

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For further information: For further information please reach out to Odd Burger investor relations at: invest@oddburger.com

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