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FOR YOU
& TASTY
TOO!

THE
GOODTM
FLOWER
CO.

GF
CO



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jurisdictions where GFCO will carry on business or have operations; the impact of competition; the ability to increase production capacity. While the Company considers these assumptions to be reasonable based on information currently available to it, they may prove to be incorrect.

Forward looking information 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 the forward-looking information. Such factors include risks related to acts of God, the impact of general economic conditions, changing domestic and international transportation industry conditions, increases in operating costs, currency fluctuations, interest rates, the ability of management to implement GFCO's operational strategy, the ability to attract qualified management and staff, local and global market and economic uncertainties arising in respect of the COVID-19 pandemic, litigation, lack of availability of key product ingredients, labour disputes, regulatory risks, including risks relating to the acquisition of the necessary licenses and permits, financing, capitalization and liquidity risks, including the risk that the financing necessary to fund operations may not be obtained and the additional risks identified in the "Risk Factors" section of the Company's reports and filings with applicable Canadian securities regulators. Although the Company has attempted to identify important factors that could cause actual actions, events or results to differ materially from those described in forward-looking information, there may be other factors that cause actions, events or

results not to be as anticipated. Accordingly, readers should not place undue reliance on forward-looking information. The forward-looking information is made as of the date of this presentation Except as required by applicable securities laws, the Company does not undertake any obligation to publicly update any forward-looking information.

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THE OPPORTUNITY

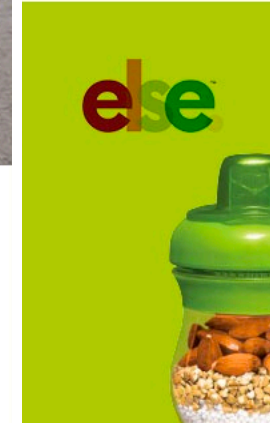
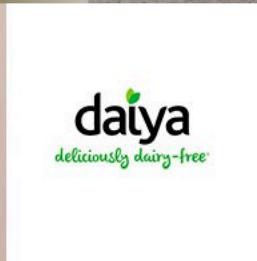
All the major food staple markets have been disrupted.

WHY NOT WHEAT?

MEAT
↓

DAIRY
↓

PREPARED FOODS
↓





Global Vegan Market
USD: 2020 ¹

\$14.7B

Global Wheat Flour Market
USD: 2020 ²

\$160B

FLOUR MARKET

A very, very large pie.

The global flour market dwarfs that of the Vegan market by a factor of 10x.



Pizza Blends

\$154.8 billion in global sales in 2019, with the United States market reaching \$46.3 billion.³



Batter Premixes

The global batter market is estimated to be valued at \$2.5 billion USD in 2021 and is projected to hit \$3.4 billion USD by 2026.⁴



Pancake & Waffle Blends

207.49 million Americans used store-bought dry pancake and waffle mixes in 2020.⁵



Gluten-Free Desserts

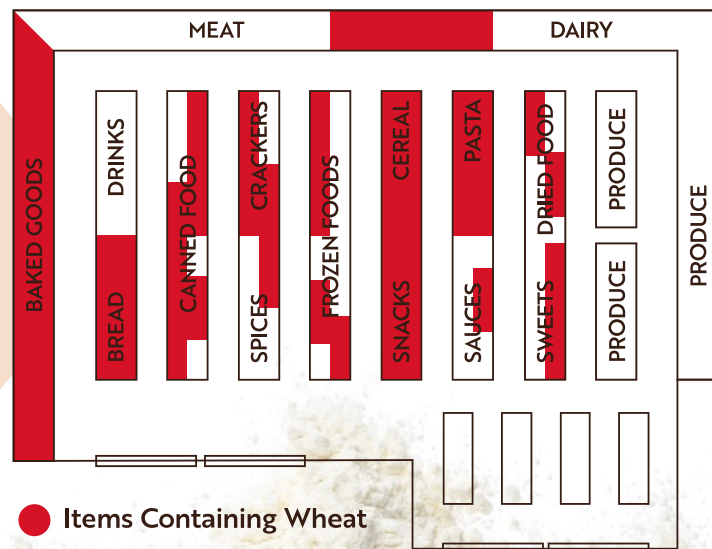
The global gluten-free dessert market is growing at a CAGR of 6.2% during the forecast period (2019-2024).⁶



1. Source: www.researchandmarkets.com
2. Source: www.researchandmarkets.com
3. Source: www.foodbusinessnews.net
4. Source: www.marketsandmarkets.com
5. Source: www.statista.com
6. Source: www.mordorintelligence.com

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Wheat is hiding everywhere in your local grocery store.



WHO'S HUNGRY?

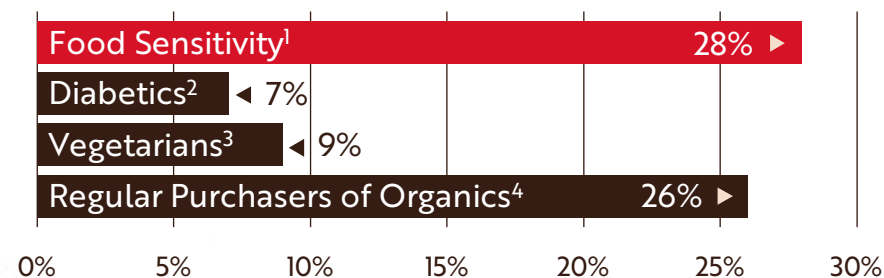
Addressable wheat-free market:



Consumers with allergies:

- 10 priority allergens cause over 90% of all adverse food reactions.⁵
- Almost half of all children suffer from food allergies.⁶
- 1 in 4 people have a food sensitivity - 28% of the population suffer from some form of food intolerance with lactose and gluten being the two most common.⁷

Consumers with food sensitivities vs other segments:



1. Source: United States Food and Drug Administration
2. Source: Public Health Agency of Canada
3. Source: Dalhousie University
4. Source: Pew Research Center
5. Health Canada
6. American Academy of Allergy Asthma and Immunology
7. US Food and Drug Administration
8. New England Journal of Medicine
9. Lose Wheat Lose Weight

Health-conscious consumers:

- 55 diseases are reported to improve on a gluten-free diet such as autism, diabetes, celiac disease, multiple sclerosis and most other autoimmune diseases.⁸
- A gluten-free diet may aid in weight management.⁹
- Sympathetic eaters: family groups tend to adopt the eating patterns of more diet-restricted family members, in the same way that many schools no longer allow children to bring nut-containing products in their lunch.



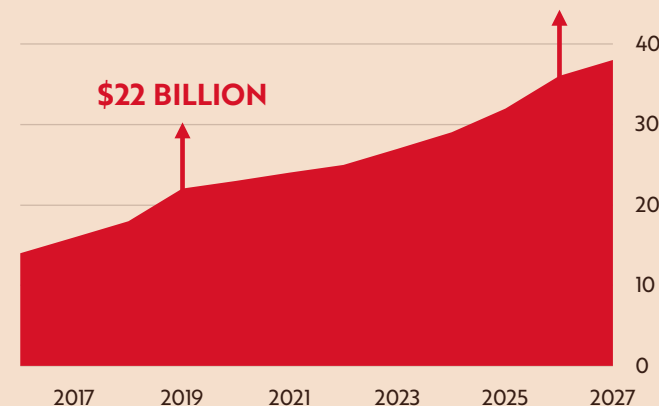
A REVOLUTION

Consumers are kicking their wheat addictions.

Over-indulgence of Gluten has been linked to all manner of health issues from skin issues such as psoriasis and eczema to migraines, inflammation, arthritis, and unexplained fatigue.¹

And the world is waking up. An estimated 25% of Americans now follow a gluten-free diet.²

US Gluten-Free Market Size: **\$36 BILLION**



\$36B

Global gluten free products (food) market size will reach USD \$36 Billion by 2026.

Now, that's a lot of dough.

The average wheat crop contains 90% more gluten than it did a century ago.³

90%

34%
Bakery segment of worldwide GF products is estimated to be 34% of market share.⁴

8.5%

The global Gluten-free Products market is expected to grow 8.5% (CAGR) from 2020-2027⁵

1. Source: health.usnews.com
2. Source: www.research.unLedu
3. Source: The Gluten Connection
4. Source: www.fooddive.com
5. Source: www.fnfresearch.com





Drew Brees



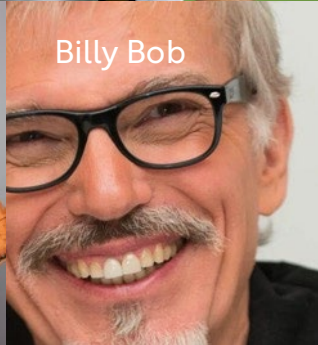
Kim
Kardashian



Gwyneth
Paltrow



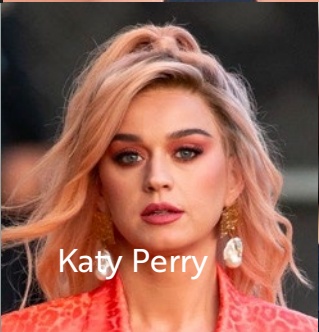
Jessica Alba



Billy Bob



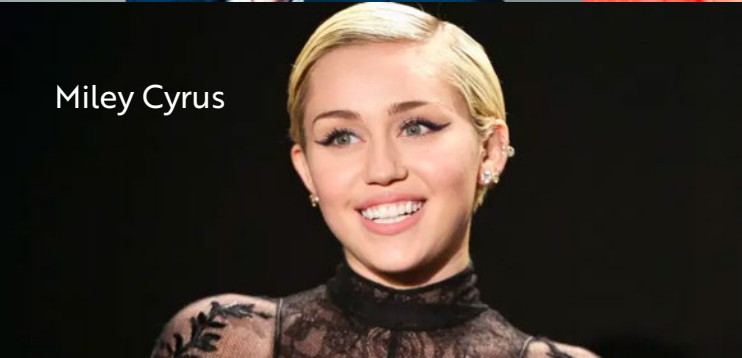
Bill Clinton



Katy Perry



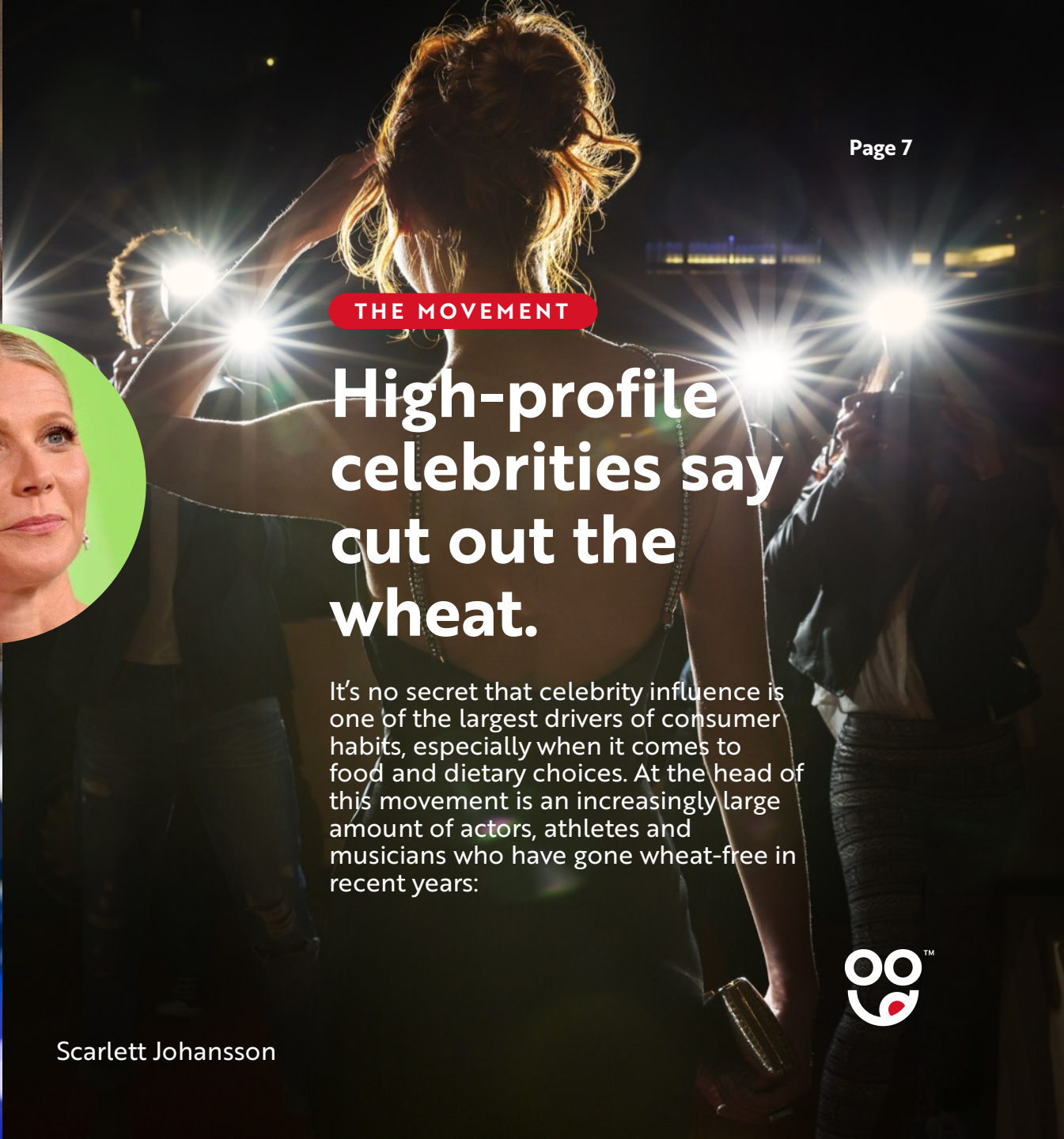
Ryan Phillippe



Miley Cyrus



Novak Djokovic



Scarlett Johansson

THE MOVEMENT

High-profile celebrities say cut out the wheat.

It's no secret that celebrity influence is one of the largest drivers of consumer habits, especially when it comes to food and dietary choices. At the head of this movement is an increasingly large amount of actors, athletes and musicians who have gone wheat-free in recent years:



ORIGINS

The Next-Gen of NextJen

Founded by Chef Jen Peters who honed her culinary skills in Michelin starred restaurants in London, England. NextJen Gluten-Free manufactures and packages a proprietary line of gluten-free, dairy-free, corn-free, sulphite-free, xanthan gum-free, and egg-free flours, mixes and batters.

A thoughtful, chef-created baking blend designed to bring flavor, texture, versatility and ease to your gluten-free kitchen.



Gluten-Free



Xanthan-Free



GMO-Free



In our mission to reach an even larger audience with Chef Jen's creations, we're relaunching her superior mixes under The Good Flour Co. brand with the vision of putting her next to every boring old gluten-filled yellow bag on the shelves.



THE EVOLUTION OF THE BRAND



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OH
YEAH!

OUR PRODUCTS

The best
thing
since sliced
bread.



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A family affair since 2012.

Nextjen Gluten-Free began in the kitchen of Chef Jen Peters who honed her skills as a protégé of Chef Bruno Marti, the beloved godfather of fine dining cuisine in Canada. With Chef Marti's guidance, Jen developed an uncompromising dedication to high-quality food ingredients. She then worked and trained in Michelin-starred restaurants in England. After returning home to Vancouver, BC and discovering she was gluten intolerant, she was determined to find a way to keep delicious breads, scones, and pastas in her life.

In her own home kitchen, she began research to create a gluten-free, hassle-free all-purpose baking blend

that would allow her to enjoy life without giving up her favourite foods or settling for low-quality alternatives. In 2012, Jen finally perfected her recipe and founded Nextjen Gluten-Free with her partner, Chef Hamid Salimian.

Hamid Salimian has built a reputation as a "chef's chef", winning the respect of his peers for his eye for detail, insistence on quality, and his commitment to mentoring the next generation of chefs. He has held leadership positions in the kitchens of establishments such as Westin Bear Mountain in Victoria, Westin Wall Centre in Richmond, and Vancouver's Diva at the Met, where he was recognized for his innovative approach to

blending multicultural influences with traditional french fare and voted Georgia Straight newspaper Best Chef in the city by his restaurant peers. In the world of culinary competitions, he holds eight international gold medals and has also been a coach for Team BC and the Canadian team for Bocuse d'Or 2013.

Today, Hamid is the co-founder of Nextjen Gluten-Free as well as the company's food photographer. He also acts as a culinary consultant for national brands such as Earls Kitchen + Bar, and shares his knowledge and expertise with a new generation of chiefs as an instructor in the VCC Culinary Arts program.

“Developing baked goods and delicious food without any gluten requires a bit of ingenuity.”



THE CREATORS



INGREDIENTS

Wheat-free never tasted so good.

Eating healthy and gluten-free doesn't have to mean sacrificing quality or flavour. Our flours and mixes are designed to bring flavor, texture, versatility and ease to your gluten-free kitchen.



Tapioca Starch

Fat-free, less processed than wheat.

Chosen for its neutral flavour and because it provides that "stretch" to recipes during baking.



Brown Rice Flour

3x more phosphorus than wheat.

Chosen for its mild nutty flavour as well as for using a whole grain product complete with fibre and protein.



Buckwheat Groats

25% more protein than wheat.

Chosen to use as it provides a delicious toasted nut flavour, it caramelizes well and helps in the formation of a good crust.



Ginger Root

5x the fibre than wheat.

Ginger is loaded with antioxidants and it's added to the baking blend in order to round out the flavour.



Psyllium Husk

17x more calcium than wheat.

Promotes regularity, helps ease constipation, and aids in overall digestive health.



Sweet White Rice Flour

Rich in hard to find vitamins/minerals.

Chosen this for its neutral flavour, as well for its air trapping and stretching abilities.



Guar Gum

40x more potassium than wheat.

An emulsifier that reduces air loss during baking. Chosen because it is less processed than xanthan gum and has a neutral flavor.



Citric Pectin

Lowers cholesterol more than wheat.

Chosen for its mild nutty flavour as well as for the added bonus of using a whole grain product complete with fibre and protein.



Millet Flour

10% more protein than wheat.

A whole grain that has a mild buttery flavour, lots of vitamins and minerals, and adds a lovely creamy color to baked goods.



Chick Pea Flour

2x the protein, 4x the fibre than wheat.

A great alternative to refined wheat flour, as it's lower in carbs and calories yet richer in protein and fiber.

Dusting the competition.

US VS THEM

		NET CARBS	FIBRE	POTASSIUM (GOOD!)	SODIUM (BAD!)	GLUTEN FREE	ALLERGEN FREE	XANTHAN FREE
	The Good Flour Co. All Purpose GF Flour	65g	17g	350g	15g			
	Robin Hood Gluten-Free Flour	84g	0g	114g	20g			
	Bob's Red Mill Gluten-Free Flour	78.3g	2.7g	150g	27g			
	White Wheat Flour	73g	3g	100g	0g			



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PARTNERS

Premium food service clients.



Broadline Food Distributors



Hospitality Clients



FOUR SEASONS
Hotels and Resorts



Retailers



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BREAKING BREAD

Panago Pizza partners with The Good Flour Co. for their gluten-free options.



- All Ontario franchises now use The Good Flour Co. gluten-free pizza shells - 23 plus ghost kitchens.
- Current expansion to other Gluten-free options on the menu such as Avocado Toast
- Targeting expansion to national by Q1 2022. Panago has over 200 locations.

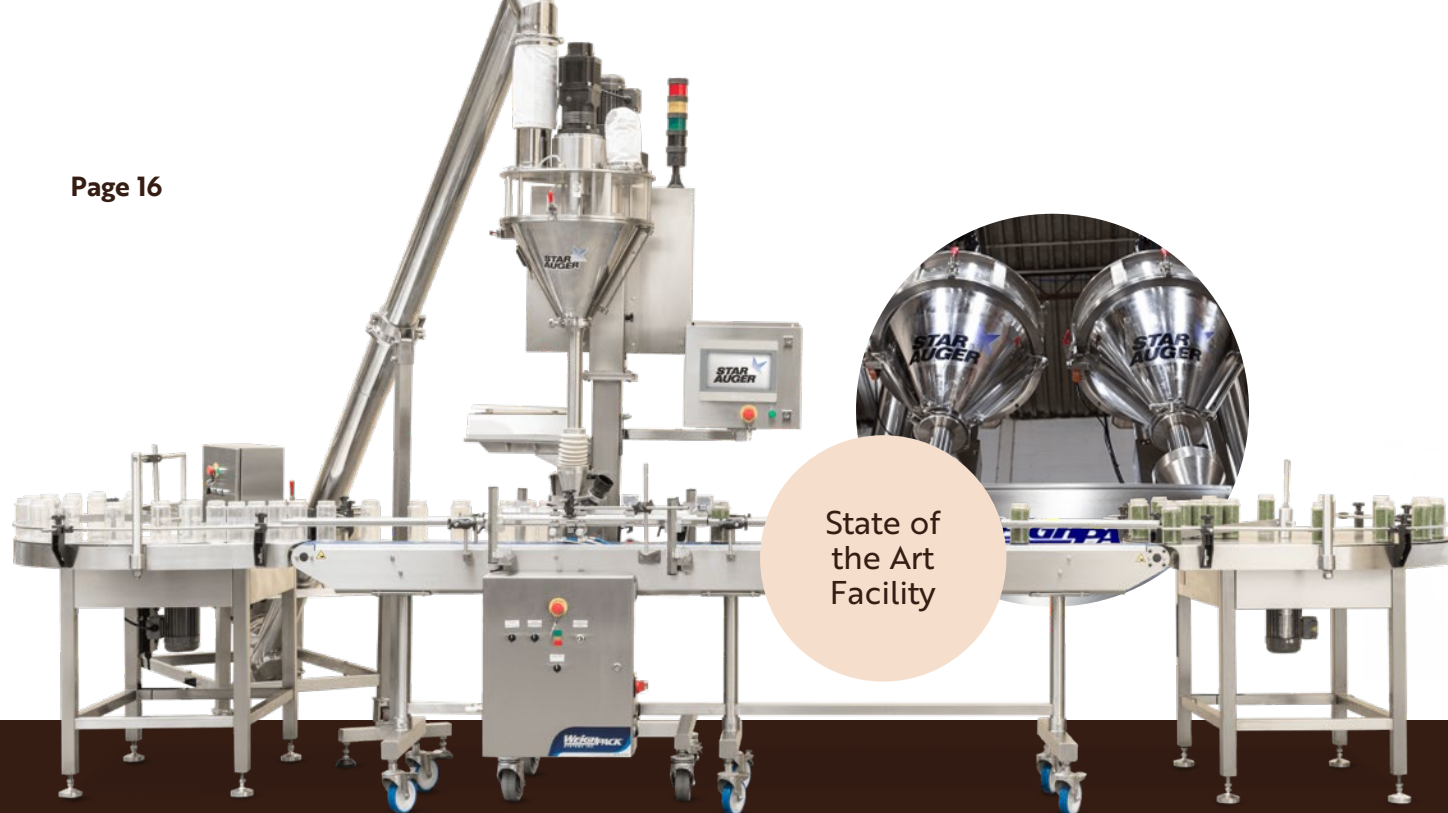




STRONG MEDIA PRESENCE AS SEEN ON:



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State of the Art Facility

MORE CAPABLE

In order to keep up with demand the installation of a fully automated, servo-driven Star Auger automated filling machine will be in place in Q2 2022.

EXPANDING PRODUCTION CAPACITY



The Star Auger offers precision, speed and versatility in packaging for both retail and food service. This will enable scaling up of production to:

One machine:

8 hour daily shift ◀ \$5mm in GFC product*

2x8 hour daily shifts ◀ \$10mm in GFC product*

**Assumes a product mix consisting of food service bags and retail bags..*

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MARKET EXPANSION

Our path forward.

- Expanded production facility with automated bagging line (5x production increase)
- Expanded retail product line in 2021
- Single ingredient products
- Pizza shells, Tortilla shells, Taco shells
- Reduce broadline distributor costs
- In-house sales team to manage and expand key accounts
- Additions to our brand portfolio
- New retail and distribution partners
- Flagship brick-n-mortar locations
- The Good Flour Co. branded goods
- Online marketplace for all The Good Flour Co. brand products
- Expanded distribution in US and Australia



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MANAGEMENT



Matthew Clayton,
CEO/Director

Over the last twenty three years, Matthew's career has been spent developing, building, and managing public and private companies across North America. He has spent focused segments of his professional life in; nutritional sciences, sport supplements, organic skincare, craft beverages, rapid diagnostic testing, transportation, and has consulted to First People's, and all levels of government, and on recent energy related projects on the West Coast of Canada. Matthew has worked closely with regulatory bodies such as Health Canada, the U.S. Food & Drug Administration, and various other agencies across European Union countries. Matthew currently sits on the board of the Washington Kids Foundation, which focuses on physical literacy for youth and young adults living in Vancouver, British Columbia.

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Dean Golbeck,
CFO

Mr. Golbeck holds a Chartered Accountant designation (CPA, CA) with a Bachelor of Business Administration in Finance from Vancouver Island University. He started his career with a Big Four accounting firm where he worked on a mix of large public company audits and mid-market assurance and advisory services. In 2017, Mr. Golbeck achieved the Certificate of Completion for the CPA In-Depth Tax Course. Shortly after, he moved to a mid-sized accounting firm where he focused on corporate reorganizations and tax planning for high-net-worth individuals.



Hamid Salimian,
Founder/Director

Hamid Salimian has a 30-year career in the hospitality industry as a top executive chef in Vancouver's fine dining restaurants and an international award-winning culinary competitor. He is the co-founder of NextJen Gluten Free and jointly manages this successful gluten-free food production company with his partner. Hamid continues to be a member of the culinary development team for a large restaurant chain with 67 locations across North America and an annual revenue of over \$270 million. Three years ago, he joined a group of top BC chefs to create, open and run two new restaurants on Granville Island, Popina Canteen and Popina Cantina. Hamid is also a full time Culinary Arts Instructor at Vancouver Community College (VCC) and created a modern cooking course for professional chefs.



Jen Peters,
Founder/Creator

Chef Jen Peters honed her skills as a protégé of Chef Bruno Marti, the beloved godfather of fine dining cuisine in Canada. With Chef Marti's guidance, Jen developed an uncompromising dedication to high-quality food ingredients. She then worked and trained in Michelin-starred restaurants in England. After returning home to Vancouver, BC and discovering she was gluten intolerant, she was determined to find a way to keep delicious breads, scones, and pastas in her life. In 2012, Jen finally perfected her recipe and founded Nextjen Gluten-Free with her partner, Chef Hamid Salimian.



Molly Millar,
Branding/Marketing

Molly brings several years of experience working with growth-stage companies, focusing on marketing, e-commerce, sales and operations. She is passionate about working with small teams to help them develop and execute their brand voice, as well as their sales & marketing strategy. She has spent segments of her professional life focused on; shared mobility and active transportation, urban cycling marketing & policy, accessibility technology and equipment and market research. She holds a B.A. from the University of British Columbia and is currently the Chair of the Transportation Advisory Committee for the City of Vancouver.



MANAGEMENT



Bob Langford,
Advisory Board

Bob, an attorney and Tennessee Rule 21 listed mediator, has served as a congressional legal counsel, metro government lobbyist, lawyer, entrepreneur, and multi-unit restaurant executive having owned and/or operated within 10 different concepts ranging from fine and casual dining to two 1500+ family dining and fast casual seafood chains. Bob delivers a balance of operational excellence and real-world compliance in approaching competitive and constantly changing business environments. He has extensive experience managing public and private corporate governance, addressing franchise systems as franchisor and franchisee, and meeting the performance and reporting demands of private equity funds. He is also an active member of the community serving as an advisor to a number of music industry talent and organizations.



Kori Langford, Business
Development Consultant

Kori Langford has extensive experience in the hospitality space with over twenty years in the industry. Langford has experience with multiple organizations ranging from independent restaurants, large suppliers supporting national brands, as well as large multi-unit restaurant chains, including franchised organizations. She has served as a brand consultant to senior leadership teams in multiple brands. Notable brands include Denny's, O'Charley's, Village Inn, Bakers Square, Chairman's Foods, Fatback, Nolan Ryan Beef, and Draganfly. Langford also has extensive experience working with private equity. Langford utilizes a strategic approach to address complex brand and turnaround situations.



Paul Sparkes,
Director

Paul Sparkes is an accomplished business leader and entrepreneur with over 25 years of experience in media, finance, capital markets and Canada's political arena. He spent a decade as a leader in the broadcast and media industry as CTVglobemedia's Executive Vice President, Corporate Affairs. He also held senior positions in public service, including with the Government of Canada as Director of Operations to Prime Minister Jean Chretien, and as a senior aide to two Premiers of Newfoundland and Labrador. Paul was a co-founder and executive vice chairman at Difference Capital Financial and serves on a number of private and public boards. He is currently President and founder of Otterbury Holdings Inc., Global Alternatives Advisory, and is an advisor and deal maker for growth companies in the private and public markets.

BOARD OF DIRECTORS



Denis Silva,
Director

Denis Silva is a partner at DLA Piper (Canada) LLP, an international law firm, advising clients on corporate finance and merger and acquisition transactions with a focus on the technology and mining sectors. Denis has been recognized by Lexpert and Chambers, and has acted for a wide variety of companies listed on Canadian and US exchanges. Denis holds a B.A. from the University of British Columbia, an M.P.A. from Queen's University, and an LL.B from the University of Windsor.









Olen Aasen,
Director

Mr. Aasen is an executive and corporate and securities lawyer with more than 15 years of experience in corporate, securities, mining and regulatory matters. He has been the Corporate Secretary, General Counsel or Vice President, Legal at various Canadian and U.S.- listed companies in the mining, transportation and technology sectors. In the past ten years Mr. Aasen has advised on over \$800 million in debt and equity financings and structured finance packages. Mr. Aasen did his undergraduate studies in the Finance Department of the Sauder School of Business, obtained a J.D. from the University of British Columbia in 2006 and was called to the British Columbia Bar in 2007. Mr. Aasen was also appointed to the 2016 Legal 500 GC Powerlist for Canada.

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Comparative Landscape

PEER COMPS

	TRADITIONAL WHEAT FLOUR	STATUS	REVENUE
	Archer Daniels Midland Co.	Public	\$64 Billion
	General Mills Inc.	Public	\$18.13 Billion
	Cargill Inc. (Robin Hood Flour)	Private	\$134.4 Billion
	GLUTEN-FREE/ORGANIC/SPECIALTY	STATUS	EST. REVENUE
	King Arthur Baking	Private	\$125 Million ¹
	Bob's Redmill	Private	\$100 Million ²
	Kodiak Cakes	Private	\$200 Million ³



1. www.zoominfo.com/c/king-arthur-baking-company-inc
 2. www.forbes.com
 3. www.capitalism.com/kodiak-cakes/

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Capitalization Table

PUBLIC FLOAT	NUMBER OF SECURITIES (non-diluted)	% OF ISSUED (non-diluted)
Total Outstanding (A)	63,531,916	100%
Held by Related Persons or employees of the Company or Related Person of the Company, or by persons or companies who beneficially own or control, directly or indirectly, more than a 5% voting position in the Company (or who would beneficially own or control, directly or indirectly, more than a 5% voting position in the Company upon exercise or conversion of other securities held) (B)	45,315,038	71.33%
Total Public Float (A-B)	18,216,878	28.67%
FREELY-TRADEABLE FLOAT		
Number of outstanding securities subject to resale restrictions, including restrictions imposed by pooling or other arrangements or in a shareholder agreement and securities held by control block holders (C)	54,291,736	85.46%
Total Public Float (A-C)	9,240,180	14.54%





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