

GABRIELLA'S KITCHEN

Gabriella's Kitchen expands U.S. distribution with Safeway and Albertsons

CALGARY, AB July 10, 2018 – Gabriella's Kitchen ("GK" or "the Company"), a lifestyle company and manufacturer of better-for-you foods, is pleased to announce its growing partnership with the Albertsons/Safeway organization across the U.S. Beginning this summer, customers will be able to find a selection of Gabriella's Kitchen entrées in the freezer sections of the following Albertsons/Safeway divisions: Eastern, Northern California and Denver.

"We are excited to expand our partnership with Albertsons and Safeway," said John Shaw, Senior Vice President of North American Sales at Gabriella's Kitchen. "Adding our entrées to these divisions is a wonderful indication they are striving to meet consumers' demands for healthy foods that also taste great. Their vision for the frozen category is clear and we are thrilled to be part of it!"

Later this month, more than 120 Albertsons and Safeway stores in Denver will begin carrying the entire line of Gabriella's Kitchen GLUTEN FREE frozen entrées. In late summer, more than 120 of Safeway's Eastern stores will introduce the entire line of HIGH PROTEIN frozen meals, while more than 250 of the organization's northern California stores will introduce one HIGH PROTEIN meal and two GLUTEN FREE entrées. All of GK's frozen meals offer high-quality nutrition, convenience and, best of all, authentic Italian taste.

"We are proud to help our retail partners lead the way in offering better-for-you foods," said Shaw, "and we're confident their customers will enjoy our innovative, nutritious meals."

The Gabriella's Kitchen product family also includes the award-winning noodli™ HIGH PROTEIN and SUPERFOOD TEFF fresh pastas, gabbypasta™ KIDS' MEALS and an upcoming line of CBD-infused superfoods called alto™ for distribution in mainstream grocery.

"I'm so pleased to be able to expand the breadth of stores in which consumers can find our delicious and nutrient-dense entrées," said Margot Micallef, founder and CEO of Gabriella's Kitchen, "and I'm delighted to partner with Albertsons/Safeway, a great retail banner that supports innovative brands like Gabriella's Kitchen."

About Gabriella's Kitchen

Spurred by their desire to find a way to improve Gabriella's prognosis after a dire cancer diagnosis, Italian sisters Gabriella and Margot Micallef were inspired to launch Gabriella's Kitchen after succeeding in prolonging Gabriella's life through diet and lifestyle. Gabriella's Kitchen was founded with the goal to create powerfully nutritious foods using unique ingredients in innovative ways – so that *everyone* could enjoy and share healthy and functional superfoods. Although Gabriella ultimately passed away from her illness, her passion for smart nutrition helped her live exponentially longer than doctors predicted. Gabriella was a rebel who believed in endless possibilities. Her memory and passion live on through GK's mission: to create delicious, better-for-you foods without compromise.

To learn more about working with Gabriella's Kitchen to bring nutritious and delicious foods to your customers, please contact John Shaw, SVP of North American Sales, at john@gabriellas-kitchen.com or at 410.504.9336.

For media inquiries, please contact Morgan Yahnitsky, Director of Marketing, at morgan@gabriellas-kitchen.com or at 403.618.3226.