

Gabriella's Kitchen: Pioneering the Cannabis Wellness Industry

CONSUMER DEFENSIVE | PACKAGED FOODS | CANNABIS

Gabriella's Kitchen Inc. (C.GABY, Forum) is at the forefront of a booming Cannabis wellness industry. Wellness brands across all major categories – food, beverage, beauty, and more – are starting to embrace all components of the cannabis plant as wellness seeking consumers increasingly pursue its benefits. While there are over 100 compounds in the cannabis plant at present, the two main components of the cannabis plant that are of interest to wellness seeking consumers are Cannabidiol (CBD) and Tetrahydrocannabinol (THC). THC offers a number of health benefits coupled with an inebriating feeling – it's the component of the plant that gets you high. CBD on the other hand also has a slew of health benefits but without the high feeling.

Forbes estimates that the US market for CBD alone could grow by 700% to \$2.1 Billion in two years while sales of legal cannabis are expected to reach \$23 Billion globally by 2021. GABY is a cannabis wellness company that creates better-for-you-foods, tinctures, topicals, concentrates and oils – among other products - infused with cannabis (THC/CBD) and hemp (CBD). This is the cannabis sector's first publicly-traded pure-play wellness company that includes all-natural, THC and CBD-infused products.

Gabriella's Kitchen has already achieved tremendous success to date in the mainstream retail environment (i.e. the non-licensed market). GABY's non-infused products are sold in over 3,400 retail stores across North America. GABY's mainstream infrastructure is a key element that differentiates GABY from other cannabis brands. GABY has relationships with significant banner stores in the US and Canada, as well as the major distributors in the natural and health product space. As infused products move into these mainstream markets, distributors and retailers, with whom GABY has an existing relationship, are looking to GABY for products and guidance. Early discussions have already begun. GABY understands that having a strong mainstream retail presence is key to being successful as the cannabis market continues to evolve.

Further to the mainstream opportunity mentioned above, GABY has already built significant inroads into the legal cannabis space in many states across the United States. In addition to the recent acquisition of a manufacturing license and facility in California (see acquisition of The Oil Plant below), GABY has already developed strong relationships with licensed manufacturers and distributors in four other western states where cannabis is fully legal for lifestyle purposes, namely: Oregon,



Washington, Colorado and Nevada. GABY also plans to move into the Canadian market on October 17, when cannabis becomes legal, and will have the ability to immediately start selling many of its wellness products throughout the Canadian market and to export certain products to global markets where importation of cannabis is legal.

Gabriella's Kitchen is positioned to become an international market leader in the health and wellness space in both the mainstream and the cannabis sectors. GABY offers its customers a holistic approach to health and its investors the opportunity to diversify their exposure in the cannabis space, away from some of the early entrants, such as licensed producers, to invest in consumer branded cannabis products - the future of the industry.

Acquisition of The Oil Plant ("TOP") is a Game-Changer and Secures Foothold in California

GABY announced in September 2018 the acquisition of The Oil Plant (TOP) in California and the addition of its principal, Mara Gordon, to the Management Team of GABY as Chief Research Officer. With this, GABY establishes itself as one of the only publicly-listed, pure-play, cannabis wellness companies with plenty of future potential.

As a result of the transaction, which is expected to close October 1, GABY acquires TOP's cannabis infused product manufacturing license and facility in California as well as its line of infused health and wellness products which includes a line of topicals, tinctures, and concentrates all marketed under the Aunt Zeldá's™ brand. As consideration, TOP shareholders will receive GABY shares for their holdings on an earn-out basis based on TOP's ability to meet its revenue targets. If TOP fails to meet its revenue targets, their consideration will be adjusted accordingly.

GABY intends to leverage TOP's expertise in formulations, and medical-grade cannabis-oil extractions to create scientifically based high quality wellness products. This acquisition gives GABY a strong foundation from which to continue to build its cannabis business in the US.

Infusing scientifically based healthy everyday foods and lifestyle products that consumers can incorporate into everyday living is a key differentiator that GABY offers. Compared to other cannabis wellness companies in the market, GABY is one of the few that has the existing infrastructure to immediately start delivering products to consumers across North America and a demonstrated ability to add to this capability through value-added acquisitions. GABY is one of the first to understand the demand for wellness products in the cannabis space and identified early the need to bridge the gap between medical and recreational use of cannabis.

Market Opportunity

- Consumers are changing their perspective on health and are seeking new ways to supplement or replace traditional medicine.
- With GK's expertise in innovation and TOP's expertise in cannabis, the company is uniquely positioned to become a product leading cannabis lifestyle brand.

Existing Infrastructure & Know-How

- With an existing network of retailers, dealers, and brokers, GK will be able to fill the demand for cannabis products with its alto™ line of infused products and the Aunt Zeldá's line of topicals, tinctures, and extracts.
- GK's strong background servicing non-traditional retailers and consumers positions the company to seamlessly penetrate the shelves of licensed retailers - rapidly bringing GK and TOP products to consumers.

Creating Value

- GK's growth strategy is centered around creating value for both consumers and investors through innovative lifestyle solutions and a unique marketing strategy.
- GK is positioned as an attractive acquisition target for CPGs, LPs, and Big Pharma.

Accomplished Team

- GK's management team has proven their ability to generate value for shareholders, having built and sold a number of businesses to date.
- The TOP management team brings a wealth of science-based cannabis experience and an ability to execute in the cannabis market.



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Wellness Champion Margot Micallef: Making Healthy Eating Relevant and Chic

Margot Micallef is the dynamic and enterprising Founder and CEO of Gabriella's Kitchen and is living proof that an integrated approach to wellness must include the medicinal health benefits of cannabis; lifestyle-infused products are the future of the wellness industry.

Margot and her sister Gabriella co-founded Gabriella's Kitchen to bring high quality, delicious, healthy superfoods to market and replace the high calorie, high sugar, nutritionally empty products that increasingly fill store shelves. The desire to create the all-encompassing wellness company came after Gabriella received a dire cancer diagnosis which spurred the sisters to prolong Gabriella's life through a holistic approach to health. Recognizing that healthy and functional superfoods should



be enjoyed by everyone, GABY has created a diverse range of products that cater to a variety of dietary and health concerns. Although Gabriella ultimately passed away from her illness, she lived exponentially longer than doctors predicted because of her passion and focus on a healthy lifestyle. Her memory and inspiration lives on through GABY's mission: to empower people to live healthy lives without compromise.

"We started out with three food products that focused on using unique and healthy ingredients that were not commonly found in mainstream markets: teff (a grass from Ethiopia), resistant starch (derived from potato starch), pea protein, non-GMO soy and now cannabis. We now have over 30 traditional and cannabis-infused products giving us an incredibly diverse wellness product portfolio spanning food, beauty, health and wellness, and lifestyle products."

Due to Margot's unwavering passion for healthy living and driven spirit, she has dramatically grown the company, taking Gabriella's Kitchen from a food company to a lifestyle brand with infused and non-infused wellness products across the United States and Canada.

"It's our intention to grow our cannabis infused lines organically utilizing our expertise in developing and bringing new products to market. We also intend to execute on an M&A strategy to acquire brands which have quality products, are aligned with our values of health and wellness, and do not have the infrastructure to scale. Given our significant infrastructure across many states, we can quite easily acquire a brand with successful operations in one state and quickly scale it across our manufacturing and distribution infrastructure in other states making these transactions immediately accretive." says Margot Micallef.

Not a stranger to the entrepreneurial world or the financial markets, Margot has built quite a track record, leading numerous businesses across a variety of sectors including: broadcasting, publishing, technology, ranching, real estate, food manufacturing and food service.

Margot has received many accolades over her illustrious career including being named Canadian Women in Communications' Woman of the Year in 2013 and one of the Women's Executive Network's Top 100 most powerful women in Canada in 2011. She was also the Western

Canadian Finalist for the RBC Canadian Women Entrepreneur of the Year in 2016 and an E&Y Entrepreneur of the Year Finalist in 2017.

[For Investors: Gabriella's Kitchen Market Penetration and Continued Growth Strategy](#)

The health and wellness market is rapidly evolving to accommodate cannabis and its numerous potential benefits. Gabriella's Kitchen, with its existing infrastructure, operational expertise, and access to capital is well positioned to take advantage of this evolving market. GABY intends to grow its existing brands, as well as any brand it acquires, in the mainstream channel as well as in the licensed channel.

With GABY's expertise in innovation now enhanced with TOP's deep expertise in cannabis, the Company is uniquely positioned to become a product-leading cannabis lifestyle brand.

GABY offers investors the opportunity to participate in the future of cannabis: branded products. With its existing mainstream infrastructure and science-based wellness products, GABY is one of the first companies uniquely positioned to bridge the gap between the mainstream and licensed market. This current climate hasn't been seen since the end of prohibition or the gold rush; this is a generational opportunity that will cease to exist again for centuries.

www.gabriellas-kitchen.com

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