

THE GOOD SHROOM CO'S HASH PRODUCTS TO LAUNCH IN SQDC ON DECEMBER 24 2021

Montreal, Dec. 17, 2021 /CNW/ - The Good Shroom Co Inc. (the "**Company**" or "**TGSC**") (TSXV: MUSH), is pleased to announce that its wholly owned subsidiary and licensed cannabis processor (operating as Seul CBD) has received its first purchase order from the Société Québécoise du Cannabis ("**SQDC**") for its Nordique Royale and Velada hash brands.

TGSC's Nordique Royale and Velada hash brands will be shipped just in time for the holidays. The first purchase order placed is for over \$100,000. The Company's hash line will be offered at more competitive prices with the same or higher cannabinoid content of top selling products. Comprised of 3 products to begin, the Company will offer *Le Choix du Nord*, a glossy and malleable hash; *Afghan Gold*, a matte textured hash; and *Équilibré*, a light flavoured hash with a THC:CBD ratio of 1:1. Two of which will be offered in all SQDC stores as of December 24 and all three will be offered on their website (www.sqdc.ca). The SQDC has advised the Company that they expect to purchase approximately 2,500 units per week.

The Company's CEO Eric Ronsse stated "We are pleased with the launch of our hash products in time for the holidays and we expect these products to quickly gain momentum. This is the first step in a series of competitive and innovative products which we'll be selling at the SQDC. It can be expected that with the spread of the omicron variant and cold weather more Quebecers will purchase their hash online where the TGSC hash line will be available. This is another milestone in a nationwide campaign to distribute cannabis products across the entire country over the course of the next year."

TGSC has also received its first purchase order and a second replenishment purchase order from the Ontario Cannabis Store for approximately 4,000 units of its Velada cannabis beverages expected to be delivered in January 2022. The Company expects that the Velada cannabis beverages will also be launched in the SQDC around the same time.

About the Company

The Good Shroom Co. operates a portfolio of brands which include traditional cannabis and beverage products. It exists to promote the use of functional ingredients such as probiotics and functional mushrooms in consumer products. Its line of Teonan beverages are first a quality and tasty beverage but also contain a dose of functional mushrooms and probiotics.

We all have a daily routine; be it coffee, tea or another. Why not make that routine functional for body and mind by adding probiotics and mushrooms to it? Up to now no company has been able to maintain a familiar taste at a fair price while making them truly functional. The Good Shroom Co has bridged that gap and intends on making its brands household names for making it a part of its customers daily routine.

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the Exchange) accepts responsibility for the adequacy or accuracy of this release.

Cautionary Note Regarding Forward-Looking Information

This press release contains statements which constitute "forward-looking statements" and "forward-

looking information" within the meaning of applicable securities laws, including statements regarding the plans, intentions, beliefs and current expectations of the Corporation with respect to future business activities and sales, including the anticipated orders to be placed by the SQDC. Forward-looking statements are often identified by the words "may", "would", "could", "should", "will", "intend", "plan", "anticipate", "believe", "estimate", "expect" or similar expressions. Investors are cautioned that forward-looking statements are not based on historical facts but instead reflect the Corporation's expectations, estimates or projections concerning future results or events based on the opinions, assumptions and estimates of management considered reasonable at the date the statements are made. Although the Corporation believes that the expectations reflected in such forward-looking statements are reasonable, such statements involve risks and uncertainties, and undue reliance should not be placed thereon, as unknown or unpredictable factors could have material adverse effects on future results, performance or achievements. Among the key factors that could cause actual results to differ materially from those projected are the following: market acceptance of the Company's hash and other cannabis products, changes in the vendor's business or strategy, changes in our supplier's operations and pricing, expectations regarding competition and their pricing strategy; maintaining in good standing all necessary regulatory licenses and authorizations for its products; the benefits, safety, efficacy, dosing and social acceptance of cannabis related products and no material changes in the legal environment; changes in applicable laws and regulations compliance with extensive government regulation; operational risks related to and COVID-19 or other pandemic and supply chain disruptions and shortages. Should one or more of these risks or uncertainties materialize, or should assumptions underlying the forward-looking statements prove incorrect, actual results may vary materially from those described herein as intended, planned, anticipated, believed, estimated or expected. Although the Company has attempted to identify important risks, uncertainties and factors which could cause actual results to differ materially, there may be others that cause results not to be as anticipated, estimated or intended and such changes could be material. The Company does not intend, and do not assume any obligation, to update the forward-looking statements except as otherwise required by applicable law. Trading in the securities of the Company should be considered highly speculative.

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CNW 09:00e 17-DEC-21