



## Real Good Foods Highlights Sales and Velocity Growth in Recent SPINS Data

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CHERRY HILL, N.J., Jan. 11, 2022 /PRNewswire/ -- The Real Good Food Company, Inc. (Nasdaq: RGF) ("Real Good Foods" or the "Company"), an innovative, high-growth, branded, health- and wellness-focused frozen food company, today released the U.S. SPINS retail scanner performance data across all of its products from the most recent period ending December 26, 2021<sup>(1)</sup>. For perspective, SPINS data captures consumption data in the Food, Drug and Mass retail channel, which represents approximately 50% of the Company's sales.



- The overall Frozen category<sup>(2)</sup> grew 6.2% over the four week period.
- The Health & Wellness Frozen Food subcategory<sup>(2)</sup>, which includes Health and Wellness focused brands like Real Good Foods, grew 8.5% over the four week period
- Real Good Foods brand in total grew 56% over the four week period, compared to 40% over the twelve week period.
  - Real Good Foods core products, which include Entrée and Breakfast items, grew 143% over the four week period.
  - Real Good Foods Brand velocities grew 100%, and base dollar sales velocities grew 94%.

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"We are pleased with the continued acceleration in our product velocities and view this as further evidence that more and more consumers are seeking our Craveable, nutrient dense comfort foods. We believe this acceleration provides our brand permission to expand distribution into existing and new categories and retailer partners." said Bryan Freeman, Executive Chairman at Real Good Foods

Sources: 1. SPINS Total US MULO, excluding Costco, dollar sales for 4-week and 12-week ending December 26<sup>th</sup>, 2021. All comparisons in this paragraph are to the same measured period in the prior year. 2. The "Overall Frozen Category" and "Health & Wellness Frozen" category excludes Frozen and Refrigerated Meat, Poultry & Seafood.

### About The Real Good Food Company

Founded in 2016, Real Good Foods believes there is a better way to enjoy our favorite foods. Its brand commitment, "*Real Food You Feel Good About Eating*," represents the Company's strong belief that, by eating its food, consumers can enjoy more of their favorite foods and, by doing so, live better lives as part of a healthier lifestyle. Its mission is to make craveable, nutritious comfort foods that are low in carbohydrates, high in protein, and made from gluten- and grain-free real ingredients more accessible to everyone, improve human health, and, in turn, improve the lives of millions of people. Real Good Foods offers delicious and nutritious options across breakfast, lunch, dinner, and snacking occasions, with availability in over 16,000 stores nationwide, including Walmart, Costco, Kroger, and Target, and directly from its website at [www.realgoodfoods.com](http://www.realgoodfoods.com). Learn more about Real Good Foods by visiting its website, or on Instagram at @realgoodfoods, where it has one of the largest social media followings of any brand within the frozen food industry today with nearly 400,000 followers.

For interviews with Bryan Freeman, Executive Chairman, email [realgoodfoods@powerdigital.com](mailto:realgoodfoods@powerdigital.com).

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