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# NightFood (NGTF) Announces Nighttime Ice Cream Flavor Line-Up

Tarrytown, NY, Sept. 20, 2018 (GLOBE NEWSWIRE) -- via NEWMEDIAWIRE -- NightFood, Inc. (OTC: NGTF), the company pioneering the projected multi-billion dollar nighttime snacking category, has announced the eight flavors of ice cream to be introduced for retail distribution next month.

Each flavor has a fun, nighttime-themed name, and delivers creamy and delicious ice cream indulgence with a sleep-friendly recipe for both kids and adults. The eight flavors are:

- Midnight Chocolate
- Cookies n' Dreams
- Cold-Brew Decaf
- After-Dinner Mint Chip
- Full Moon Vanilla
- Milk & Cookie Dough
- Cherry Eclipse
- Breakfast in Bed

“We just finished up two incredible, jam-packed days with the R&D team,” commented Sean Folkson, NightFood CEO. “We’ve developed a line of flavors that will blow people away, and we expect a significant mainstream retail footprint right out of the gate in early 2019.”

## About NightFood Holdings:

NightFood Holdings, Inc. (OTC: NGTF), owns NightFood, Inc. and MJ Munchies, Inc.

NightFood, Inc., “The Nighttime Snack Company”, is a snack food company dedicated to providing consumers delicious, better-for-you, sleep-friendly choices for evening snacking. According to IRI Worldwide, 44% of snack consumption occurs at night, representing a consumer spend of over \$1B weekly on nighttime snacks. The Company has developed a dynamic infographic at <http://NightSnacking.com> as a definitive consumer and media resource clearly illustrating the size and scope of the largely untapped nighttime snack category.

Market research giant Mintel recently released a report identifying nighttime specific food and beverages as one of their most “compelling and category changing” trends for 2017 and beyond.

Consumer’s most popular choices are cookies, chips, and ice cream. NightFood creates, manufactures, and distributes snacks formulated to help consumers satisfy nighttime cravings in a better, healthier, more sleep friendly way.

MJ Munchies, Inc. was recently formed as a new, wholly owned subsidiary of NightFood

Holdings, Inc. to capitalize on legally compliant opportunities in the CBD and marijuana edibles and related spaces. The Company intends to market some of these new products under the brand name "Half-Baked". Munchies is currently preparing a patent application with the USPTO for a proprietary ingredient to be used in Half-Baked snacks that Management believes will give it a unique and defensible competitive advantage against other recreational edible brands. The Company believes tremendous opportunities currently exist to launch successful and legally compliant products in this space, and that such opportunities will continue to grow over time.

For more information, visit <http://ir.Nightfood.com> and <http://Nightfood.com>

Questions can be directed to [investors@Nightfood.com](mailto:investors@Nightfood.com)

### **Forward Looking Statements:**

This current press release contains "forward-looking statements," as that term is defined in Section 27A of the United States Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Statements in this press release which are not purely historical are forward-looking statements and include any statements regarding beliefs, plans, expectations or intentions regarding the future, including but not limited to, any products sold or cash flow from operations.

Actual results could differ from those projected in any forward-looking statements due to numerous factors. Such factors include, among others, the inherent uncertainties associated with distribution and difficulties associated with obtaining financing on acceptable terms. These forward-looking statements are made as of the date of this news release, and we assume no obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those projected in the forward-looking statements. Although we believe that the beliefs, plans, expectations and intentions contained in this press release are reasonable, there can be no assurance that such beliefs, plans, expectations or intentions will prove to be accurate. Investors should consult all of the information set forth herein and should also refer to the risk factors disclosure outlined in our most recent annual report for our last fiscal year, our quarterly reports, and other periodic reports filed from time-to-time with the Securities and Exchange Commission.

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Source: NightFood Holdings, Inc.