



igourmet.com Expands Its Virtual Tasting Collections

February 25, 2021

BONITA SPRINGS, FL. (February 25, 2021) – igourmet.com, a wholly-owned subsidiary of Innovative Food Holdings, Inc. (OTCQB: IVFH), today announced the growth of its virtual tasting collections with the launch of several new assortments in partnership with unique wineries and expanded collaboration with cheese experts Laura Werlin and Janet Fletcher. Today's expansion reflects the popularity of the Cheese O'clock virtual tasting series and virtual tasting collections exclusively offered by igourmet.

Igourmet has partnered with unique wineries, winemakers, and wine connoisseurs to bring live tastings, classes, and events directly to customers; homes and workplaces. As socializing via online experiences has become increasingly popular.

Interactive, live virtual wine tastings are a fun way to gather with family, friends, or coworkers to connect, learn, and discover delicious new wines (and cheeses), while supporting the winemakers and vineyards which have been impacted this past year by the COVID-19 pandemic.

Each week, these renowned cheese experts collaborate with a different winemaker to offer a cheese tasting and wine pairing with a unique theme, such as this week's event on Italian All-Star Cheeses.

"We take so much pleasure and pride in bringing the world's best cheeses and wines to our Cheese O'Clock audience every week. It's a fun, hour-long opportunity to grow your knowledge of cheese!" Shared Laura Werlin and Janet Fletcher.

This week's live virtual tasting program is Italian All-Star Cheeses and can be viewed and joined **live on February 25 | 5 pm – 6 pm PT**. This week's program features a wine collaboration with Capture Wines and Tenuta di Arceno. igourmet will offer a collection of four highly original cheeses from across Italy. To register for the event visit janetfletcher.com/cheeseoclock and to purchase the cheese collections visit igourmet.com/collections/cheese-o-clock.

About Innovative Food Holdings, Inc.

Innovative Food Holdings, Inc. is a direct-to-chef and a direct-to-consumer platform providing over 7,000 of the highest quality, unique specialty food products directly to chefs and direct to consumers nationwide, through e-commerce offerings and multichannel partnerships. Our direct-to-consumer offerings include www.igourmet.com and www.mouth.com.

Additional information is available at www.ivfh.com.

Forward-Looking Statements

This release contains certain forward-looking statements and information relating to Innovative Food Holdings, Inc. (the "Company") that are based on the current beliefs of the Company's management, as well as assumptions made by, and information currently available to, the Company. Such statements reflect the current views of the Company with respect to future events and are subject to certain assumptions, including those described in this release. Should one or more of these underlying assumptions prove incorrect, actual results may vary materially from those described herein as "should," "could," "will," "anticipate," "believe," "intend," "plan," "might," "potentially" "targeting" or "expect." Additional factors that could also cause actual results to differ materially relate to the global COVID-19 crisis. The Company does not intend to update these forward-looking statements. The content of the websites referenced above are not incorporated herein.