



Innovative Food Holdings Announces Expansion to Macy's

February 8, 2021

Curated Collections of Unique, Specialty Foods

BONITA SPRINGS, FL. (February [8], 2021) – Innovative Food Holdings, Inc. (OTCQB: IVFH), a direct-to-chef and a direct-to-consumer platform that provides high-quality, unique specialty foods through e-commerce offerings and multichannel partnerships, today announced the launch of its leading, epicurean focused gourmet food collections at Macy's.

"I am excited to launch our specialty food-focused collections on macys.com which further expands our growth with top-rated online retailers. Online food sales have surged as a result of the COVID-19 crisis and changing consumer behavior. Consequently, online retailers and marketplaces are collaborating with partners like igourmet to safely procure, warehouse, and quickly deliver food to consumers across the country," stated Sam Klepfish, CEO of Innovative Food Holdings.

"Retail collaborations are a key component to our growth strategy and we look forward to further expansion with partners who share our desire to deliver the finest gourmet foods in order to elevate our customers cooking experiences and make the food moments in life a bit more special," concluded Mr. Klepfish.

IVFH's range of signature igourmet assortments include a mix of cheese tasting and international cuisine collections crafted to introduce food-lovers to the world's finest foods. The Martha Stewart Collection cuisine, in partnership with Marquee Brands, offers customers a unique line of artisanal curations hand-selected by Martha Stewart herself. A selection of Martha Stewart collections and igourmet assorted gift boxes and collections are available now on macys.com

Select **Martha Stewart Collection** assortments available at [macys.com](https://www.macys.com)

[Martha Stewart Collection – Artisan Essentials](#)

How wonderful it is to come across products that are artfully and lovingly created by hand by small producers. Here, Martha has put together some of her favorite artisanal essentials in one box, perfect for anyone who could use a pantry pick-me-up. Includes: Arbequina Extra Virgin Olive Oil, Tondo White Balsamic Vinegar Reduction (Agrodolce Bianco), Guérande Fleur de Sel (French sea salt), Moutarde de Meaux Pommery Crock (French mustard in clay pot), Pure Mancha Superior Saffron from Spain, Small batch Wildflower Honey

[Martha Stewart Collection – Cookie Decorating Tin with Cookbook](#)

Learn the basics and more so you can create cookies that will dazzle your guests. This gift includes all the ingredients you need in a classic keeper tin to decorate festive cookies. Coarse and fine sifting sugar adds a gentle sparkle. Also includes Martha Stewart's cookie perfection cookbook- 100 plus recipes to take your sweet treats to the next level.

Select **igourmet** signature assortments available at [macys.com](https://www.macys.com):

American Cheddar Cheese Collection

Artisanal cheese making in the United States is at an all-time high both in quantity and in quality. We are now blessed with hundreds of producers across the nation. American artisans put their own spin on this popular cheese which originated in the village of the same name in Somerset, England.

Blue Cheese Assortment

A delicious collection of four of the world's greatest blue cheeses: Blue stilton cheese- blue stilton is characterized by its typical blue veining with rich complex flavors and a piquant finish. Green island Danish crumbly blue cheese- green island blue is the consummate salad cheese, excellent crumbled atop a bed of leafy greens and drizzled with balsamic vinegar and extra virgin olive oil. Fourme d'ambert cheese- this creamy blue cheese is a lovely French treasure. Fourme d'ambert is cave-aged and has a tremendous, creamy, full-bodied flavor.

Flavors of Spain

Imagine an evening in warm, sunny Spain, relaxing at an outdoor café with a tapas plate and a glass of fruity Rioja. This collection will transport your spirit to the land of La Mancha. Included are these fine items: Serrano cured ham, Three Spanish cheeses: Manchego Cheese / Murcia al Vino (wine-soaked) Cheese, Mahon Cheese, Piquillo Peppers, Spanish Cocktail Nut Snack Mix, Quince Paste (Membrillo) - The perfect accompaniment for Spanish cheeses

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.