FOR IMMEDIATE RELEASE

ADONIS JOINS THE GROCERY FOUNDATION'S MAKE HAPPY TUMMIES™ 2026 CAMPAIGN
PARTNERSHIP WILL HELP EXPAND ACCESS TO NUTRITIOUS FOOD FOR CHILDREN AND YOUTH ACROSS CANADA

MISSISSAUGA, ON, November 12, 2025 — The Grocery Foundation today announced Adonis as a new partner of its Make Happy Tummies™ 2026 campaign, a national initiative supporting programs that help children and youth access nutritious food in their communities.

“Having the support of Adonis in the Make Happy Tummies ™ 2026 campaign enhances our ability to provide nutritious breakfasts to more children in Ontario and Quebec through their school nutrition program," says Simon Small, Executive Director of The Grocery Foundation. "It was exciting to announce last year that the campaign expanded to include Metro and Super C, allowing us to reach communities from coast to coast. After another remarkable year of growth and strong shopper engagement, we are excited to build on this momentum with another fantastic grocery partner and ally within the Metro family of banners," adds Small.

As a campaign partner, Adonis will support in-store, flyer, and digital activation, as well as customer fundraising in Ontario during its two-week campaign from January 29 to February 12 across five Ontario stores and 11 stores in Quebec. The partnership will also promote awareness initiatives and community-based nutrition programs. Make Happy Tummies™ (formerly Toonies for Tummies™) returns in January 2026 and runs until April in over 1,700 stores. The campaign is supported by a community of sponsoring brands, ensuring that 100% of shoppers' donations go directly to breakfast programs. Despite federal government support for these programs, many children remain on the waitlist and continue to need help.

Adonis was built on a deep respect for the diverse communities we serve, " says Eric Provost, Vice-President and General Manager of Adonis. "From our beginnings, our stores have celebrated the international flavours, traditions, and families that make up Canada's vibrant cultural fabric. Joining the Make Happy Tummies campaign extends that spirit—giving back to the communities and shoppers who have supported us while helping children in our local communities access the nourishment they need to thrive."

Make Happy Tummies™ (Formerly Toonies for Tummies) Campaign Highlights:

1. Make Happy Tummies™ is a national store fundraising campaign taking place January-April in over 1,700 stores.
2. The campaign promotes participating retailers and sponsor brands through their in-store and digital presence, as well as on national TV. Partnering retailers, consumer packaged goods, and food and beverage campaign sponsors benefit from a 360° marketing campaign that last year saw 6.9M campaign video views and 2.6M clicks to sponsor- and retailer-branded ads airing on Corus and TVA.
3. Among the campaign's hallmark benefits are Make Happy Tummies™ breakfast events, where sponsors and the grocery community prepare breakfasts in local schools across British Columbia, Alberta, Ontario, and Nova Scotia.

Make Happy Tummies™ continues to achieve remarkable success in shopper engagement and donations. Its inaugural national campaign in 2025 raised over $4.4 million. Throughout the year, sponsors and retail partners are increasingly supporting Make Happy Tummies™ by integrating the fundraiser into their employee giving programs and brand-building initiatives, leveraging the sponsorship and giving platform year-round.

ABOUT THE GROCERY FOUNDATION

Founded in 1979, The Grocery Foundation is a registered non-profit organization based in Ontario, Canada. It supports organizations that provide healthy food to school-age children in need, promoting the physical and emotional well-being of millions of children across Canada. The Foundation unites a community of retailers, manufacturers, and industry partners to advance its vision and mission: no hungry children at school and ensuring they have access to nutritious foods. Key initiatives include the annual Night to Nurture Gala, the Make Happy Tummies™ fundraising platform, and a Voucher Program that offers significant savings to student nutrition programs. The Foundation's work has, and continues to have, a substantial impact, enabling over 17.4 million meals and delivering savings exceeding 6.7 million since 2017. The Foundation also supports leading e-mental health services through collaborations with Kids Help Phone.

ABOUT GROUPE ADONIS

Founded in 1976, Adonis is a grocery store that offers an experience rich in flavours, discoveries, and Mediterranean traditions. Each counter transports you to several countries of the Middle East and allows you to fill up on new flavours in a single trip. Our mission: be the reference in terms of variety, quality, and freshness while offering exceptional and authentic customer service.

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