OTC Markets Pink Disclosure

WINNING BRANDS QUARTERLY REPORT Q1 2016
For the 3 months ending March 31, 2016

1) Name of the issuer and its predecessors (if any)

In answering this item, please also provide any names used by predecessor entities in the past five years and the dates of the name changes.

Winning Brands Corporation

2) Address of the issuer's principal executive offices

Company Headquarters

92 Caplan Avenue, Suite 134
Barrie, Ontario
Canada L4N 9J2
(705) 737-4062

Email: eric@winningbrands.ca
Website(s):

(General)	www.WinningBrands.com
(CEO Weblog)	www.WinningBrandsCorporation.com/blog
(Wet Cleaning)	www.BRILLIANTWetCleaning.com
(Lead Product)	www.1000Plus.ca
(Facebook)	www.Facebook.com/1000PlusStainRemover
(TrackMoist)	www.TrackMoist.com
(KIND)	www.KINDLaundry.com
(ReGUARD4)	www.ReGUARD4.com
(Innovators Community)	www.InnovatorsCommunity.com
(Twitter)	www.Twitter.com/WinningCEO

IR Contact
Eric Lehner
Winning Brands Corporation
92 Caplan Avenue, Suite 134
(705) 737-4062

Email: eric@winningbrands.ca
Website(s): www.WinningBrands.com

3) Security Information

Trading Symbol:	WNBD	
Exact title and class of securities outstanding:	Common Shares	
CUSIP:	975012105	
Par or Stated Value:	$0.001	
Total shares authorized:	5,000,000,000	as of: March 31, 2016
Total shares outstanding:	971,432,632	as of: March 31, 2016

Additional class of securities (if necessary):

Trading Symbol:	Not Applicable	
Exact title and class of securities outstanding:	Preferred Shares	
CUSIP:	Not Applicable	
Par or Stated Value:	$0.001	
Total shares authorized:	10,000,000	as of: March 31, 2016
Total shares outstanding:	10,000,000	as of: March 31, 2016

Transfer Agent
Pacific Stock Transfer
4045 S Spencer Street, Suite 403
Las Vegas, NV 89119
(702) 361-3033

Is the Transfer Agent registered under the Exchange Act?* Yes: X No: ☐

*To be included in the OTC Pink Current Information tier, the transfer agent must be registered under the Exchange Act.

List any restrictions on the transfer of security:

Partial Deposit Restriction - DTC

Describe any trading suspension orders issued by the SEC in the past 12 months.

Not Applicable

List any stock split, stock dividend, recapitalization, merger, acquisition, spin-off, or reorganization either currently anticipated or that occurred within the past 12 months:

Reverse Split: Common Stock April 25, 2013 500:1

4) Issuance History

List below any events, in chronological order, that resulted in changes in total shares outstanding by the issuer in the past two fiscal years and any interim period. The list shall include all offerings of equity securities, including debt convertible into equity securities, whether private or public, and all shares or any other securities or options to acquire such securities issued for services, describing (1) the securities, (2) the persons or entities to whom such securities were issued and (3) the services provided by such persons or entities. The list shall indicate:

A. The nature of each offering (e.g., Securities Act Rule 504, intrastate, etc.);

Annual 2015, 2014, 2013, 2012 and 2011: See Shareholder Equity section of previously filed financial statements.
No issuances Q1 2016

Q1 2016 Specifically:

B. Any jurisdictions where the issuance was registered or qualified;

Not Applicable

C. The number of shares offered;

Not Applicable

D. The number of shares issued;

Not Applicable

E. Share issuances and price:

Not Applicable

F. The trading status of the shares;

Not Applicable

G. Whether the certificates or other documents that evidence the shares contain a legend (1) stating that the shares have not been registered under the Securities Act and (2) setting forth or referring to the restrictions on transferability and sale of the shares under the Securities Act.

Not Applicable.

5) Financial Statements

Provide the financial statements described below for the most recent fiscal year end or quarter end to maintain qualification for the OTC Pink Current Information tier. For the initial disclosure statement (qualifying for Current Information for the first time) please provide reports for the two previous fiscal years and any interim periods.

A. Balance sheet;
B. Statement of income;
C. Statement of cash flows;
D. Financial notes; and
E. Audit letter, if audited

The financial statements requested pursuant to this item shall be prepared in accordance with US GAAP by persons with sufficient financial skills.

You may either (i) attach/append the financial statements to this disclosure statement or (ii) post such financial statements through the OTC Disclosure & News Service as a separate report using the appropriate report name for the applicable period end. ("Annual Report," "Quarterly Report" or "Interim Report").

If you choose to publish the financial reports separately as described in part (ii) above, you must state in the accompanying disclosure statement that such financial statements are incorporated by reference. You may reference the document(s) containing the required financial statements by indicating the document name, period end date, and the date that it was posted to otciq.com in the field below.

Financial Statements Appended.

Information contained in a Financial Report is considered current until the due date for the subsequent Financial Report. To remain in the OTC Pink Current Information tier, a company must post its Annual Report within 90 days from its fiscal year-end date and Quarterly Reports within 45 days of its fiscal quarter-end date.

6) Describe the Issuer's Business, Products and Services

Describe the issuer's business so a potential investor can clearly understand the company. In answering this item, please include the following:

A. Description of the issuer's business operations;

Winning Brands Corporation is the manufacturer-of-record of advanced cleaning solutions with a focus on environmental responsibility and is positioning itself as a future launch pad for joint ventures with innovators for in additional product and service categories, as will be described later in this report.

Production is carried out by contract co-packers in North America who meet specific qualifications. These arrangements are made through Winning Brands' wholly owned subsidiary Niagara Mist Marketing Ltd., also located at Winning Brands headquarters, 92 Caplan Avenue, Suite 134, Barrie, Ontario.

Subcontracting arrangements permit Winning Brands and Niagara Mist to focus on administrative management of the brands, including marketing, regulatory compliance, R&D planning and corporate governance.

The combined, consolidated financial statements of Winning Brands Corporation also include its subsidiary Niagara Mist Marketing Ltd and an Ontario private corporation, XMG Corporation, which has common affiliate ownership and voting control, and which formerly carried out distribution of 1000+ Stain Remover. XMG has transferred the majority of its account activity to Niagara Mist since the merger of Niagara Mist Marketing Ltd and Winning Brands Corporation as at January 1, 2006. XMG retains a nominal amount of transactional activity for the purpose of maintaining its qualifications as a distributor, should this be required in the future.

The combined operation of these three entities is referred to as Winning Brands. The intellectual property arising from the conduct of Winning Brands' work resides with the wholly owned subsidiary, Niagara Mist Marketing Ltd.

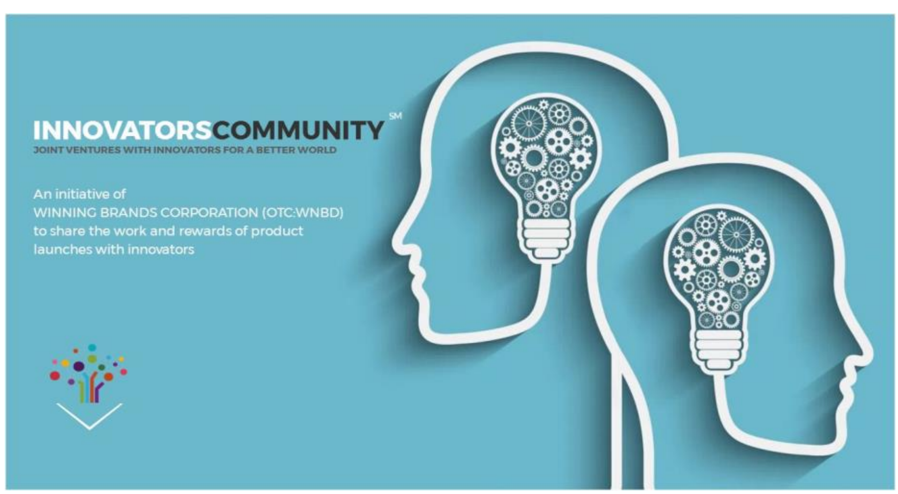
In Q1 2016 the principal historical brands were 1000+™ Stain Remover, CLEAN1™ Hard Surface, KIND™ Laundry Products, ReGUARD4™ Bunker Gear Cleaner for firefighters, TrackMoist™ track conditioner and dust suppressant, Laundry Miracle™ and The Soap Factory sub-brands. In Q1 2016 the lead product 1000+ Stain Remover was sold in a variety of retailers in Canada, the USA and internationally, including participating outlets or online of Walmart, Home Depot, Lowe's, Canadian Tire, Home Hardware, Do it Best, and independent stores belonging to the Benjamin Moore chain, True Value, Ace Hardware and others. This list is subject to change as arrangements are dynamic and changes have occurred in periods that are subsequent to this filing. Winning Brands has also supplied the United States Department of the Navy through its NEXCOM facilities with small but recurring orders. During Q1 2016, BRILLIANT™ Wet Cleaning Solutions were also sold in cooperation with Miele Ltd, as well as K-Brite™ for institutional cleaning.

In Q1 2016 Winning Brands launched a website portal as a recruitment application reaching out to innovators. The website is www.InnovatorsCommunity.com Management expects that Winning Brands' long term future is significantly enhanced through this development, although the practical effects will not begin to be realized until Q3 or Q4 2017. Innovators Community initiatives are expected to provide substantial new sources of cashflow over the long term.

Winning Brands launched a recruitment portal for innovators in Q1 2016.

Through this development, Winning Brands is laying the foundation for a bold new profile via additional activities that will come into operation in mid-2017

www.InnovatorsCommunity.com



Extensive description of operational goals of Winning Brands, and operating opportunities and challenges, is provided for shareholders at the CEO Weblog www.WinningBrandsCorporation.com/blog which should be considered a source of public disclosure under SEC fair disclosure guidelines. The company's corporate website www.WinningBrands.com provides further information.

Winning Brands is not yet financially self-sufficient. The company requires access to investment capital in order to meet its operating needs. Although its annual operating losses have declined annually since 2009, with quarterly variations within each year, the firm is not yet profitable.

In Q1 2016 the company had a core group of 4 operational personnel, with sub-contract arrangements where necessary to augment the work of the core group. Staff infrastructure of distributors and manufacturing partners expands the operational footprint of Winning Brands beyond its core personnel.

The immediate business objective of Winning Brands is to earn household name stature for its existing products and a reputation amongst customers who have first-hand experience with the products as "favourite in category". This objective is difficult to achieve in a competitive marketplace dominated by well-known brands whose resources surpass new entrants in every operational area of activity. The long term business objective is for Winning Brands to become a premier joint venture partner to innovators for the launch of new products and services on a revenue sharing basis.

Despite the existence of substantial competitors, the cleaning products sector remains a viable place in which spirited independent brands can operate. This is due to several factors; wide range of available points of sale, low cost for consumers to try alternative brands, the low barriers to entry for manufacturing, the changing nature of consumer tastes and preferences, continuous technological development in chemistry and the need by the largest competitors to confine their operations to high dollar turnover brands to cover very high overhead costs. For these reasons, a fragmented landscape exists within the cleaning sector.

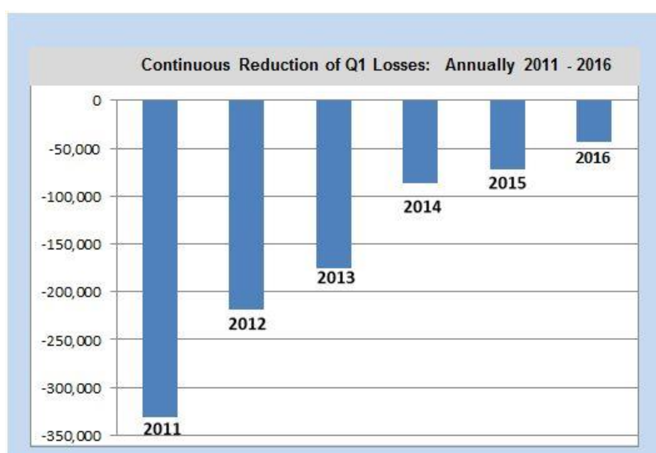
In the opinion of management, Winning Brands' viability cannot be extrapolated by analysis of historical sales volume because key breakthroughs can occur at any time, unpredictably. Such events may act as tipping points. These could consist of listings or de-listings by substantial national banners or earning the reputation of being an above average performing SKU within existing banners, thus qualifying for co-op marketing programs or other relationship benefits. Readers are cautioned that the company's retail listings are subject to change, and have changed in periods subsequent to this filing. Please refer to the CEO Weblog for operational discussions that may pertain.

Until Winning Brands achieves self-sufficiency and substantial sales, quarterly results will vary widely with circumstances that are unique to each quarter.

For the 3 months ending March 31, 2016, Sales of $11,617 were lower than for the comparable period ending March 31, 2015 of $51,973. This difference is entirely due to the company's completion of large deliveries that were scheduled for the final week of Q1 into the beginning of Q2 instead. This will be reflected in the Q2 2016 report. Q2 which will show a catch-up in sales between the two years for the period ending June 30th.

Despite this, reduced operating costs again contributed to a reduction in the net loss for the 3 months ending March 31' 2016 to $43,375 from $71,709 in the corresponding period for 2015. Winning Brands has been systematically reducing its operating losses for several years. The 6-year chart below for Q1 period loses is shown below.

Winning Brands has a track record of reducing its operating deficits annually since becoming public. The illustration on the right shows the improvement of Q1 results since 2011. The company is closer to crossing over its break-even threshold than ever.



Q1 2016 Key Highlights

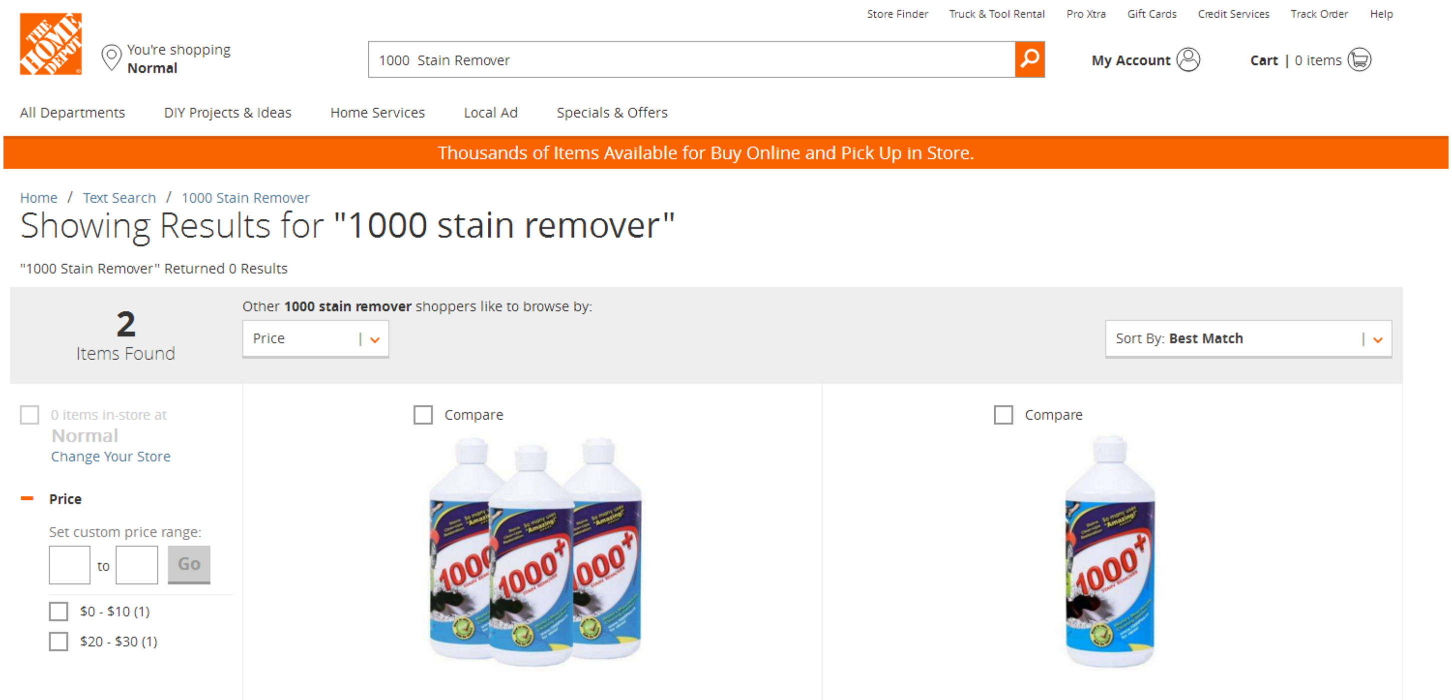
Lowe's Canada continues to be a key outlet in Canada for 1000+ Stain Remover, and HomeDepot.com online in the USA

JAN 21

Store Scene from Shareholder

1000+ in the Community, Launch Activity, Store Scenes

Thank you to the Winning Brands shareholder who sent us these photos of 1000+ Stain Remover at the Paint Counter in a Lowe's Store this week. Close-up and wide view for context.



In Q1 2016 the Company has not converted liabilities under the 3(a) (10) liability settlement. This settlement was first referred to in the Q3 2013 and has been referenced in all subsequent financial reports, as well as the CEO Weblog www.WinningBrandsCorporation.com/blog and news release filed with OTC Markets May 12, 2014 by way of disclosure. An accrual of fees to ASC Recap LLC in the form of a promissory note (referred to in the news release) is treated as a pre-paid expense in the financial statements, offset by a liability, to be expensed in intervals corresponding with the implementation of the program. It is envisioned that this obligation will eventually be satisfied through common share equity settlement, or retired if the program is not completed.

B. Date and State (or Jurisdiction) of Incorporation:

May 9, 1995

C. The issuer’s primary and secondary SIC Codes;

28410000 Soap and Other Detergents

D. the issuer’s fiscal year end date;

December 31

E. Principal products or services, and their markets;

In Q1 2016 the principal historical brands were 1000+ Stain Remover, CLEAN1 Hard Surface, KIND Laundry Products, ReGUARD4 Bunker Gear Cleaner for firefighters, TrackMoist track conditioner and dust suppressant, Laundry Miracle and The Soap Factory sub-brands. They are sold in a variety of retailers in Canada, the USA and internationally, including select participating outlets or online at Walmart, Home Depot, Lowe's, Canadian Tire, Home Hardware, Do it Best, Duane Reade and independent stores belonging to the Benjamin Moore chain, True Value, Ace Hardware and others in USA and Canada. Winning Brands supplies the United States Navy with small but recurring orders for 1000+ Stain Remover through official channels. The product line also includes BRILLIANT Wetcleaning Solutions and K-Brite cleaner line extension for institutional use.

7) Describe the Issuer's Facilities

The goal of this section is to provide a potential investor with a clear understanding of all assets, properties or facilities owned, used or leased by the issuer.

In responding to this item, please clearly describe the assets, properties or facilities of the issuer, give the location of the principal plants and other property of the issuer and describe the condition of the properties. If the issuer does not have complete ownership or control of the property (for example, if others also own the property or if there is a mortgage on the property), describe the limitations on the ownership.

If the issuer leases any assets, properties or facilities, clearly describe them as above and the terms of their leases.

The issuer utilizes facilities of three types:

a) Administrative office space for issuer's own use;
b) Commercial Warehousing; and
c) Informal use of strategic partner resources.

Administrative

The issuer is based at a business services centre location at 92 Caplan Avenue, in Barrie, Ontario - with shared reception, extensive meeting facilities, adjacent shipping/printing provider and flexible month-to-month lease terms. Space utilized and service costs can be scaled-up or down as required. Additional off-site administration is carried out at premises rented on a month-to-month and home offices until the business service centre arrangements are no longer suitable. The net saving to the company of this arrangement is approximately $18,000 per year compared with the prior lease, before taking into account the escalation of Victoria Street lease costs that were imminent.

Warehousing

Commercial warehouse facilities provide the issuer with low cost storage and logistics resources for shipping on a basis that is flexible and professional. Winning Brands utilizes such facilities in Ontario and New York State.

Other

The issuer has the use of office facilities at the locations of its distributors, who are strategic partners. This includes use of meeting rooms, training resources, telephone, fax equipment and internet. There is no cost to the issuer for this arrangement with distributors.

8) Officers, Directors, and Control Persons

The goal of this section is to provide an investor with a clear understanding of the identity of all the persons or entities that are involved in managing, controlling or advising the operations, business development and disclosure of the issuer, as well as the identity of any significant shareholders.

A. Names of Officers, Directors, and Control Persons. In responding to this item, please provide the names of each of the issuer's executive officers, directors, general partners and control persons (control persons are beneficial owners of more than ten percent (10%) of any class of the issuer's equity securities), as of the date of this information statement.

CEO, Chairman, Director Winning Brands Corporation, Director of subsidiary Niagara Mist: F.N. (Eric) Lehner, B.A. (Economics) Served as CEO Winning Brands Corporation as at January 1, 2006. Prior employment 5 years: (and contemporaneous to date): CEO Niagara Mist from December 31, 2004 and XMG Corporation May 9, 2001. For clarity, Mr. Lehner is currently CEO of the three organizations; the issuer, the issuer's subsidiary, Niagara Mist, and XMG, the issuer's former master distributor for one of the issuer's products. Mr. Lehner's CEO position in the other organizations pre-dates his newer role as CEO of the issuer, but continues. Beneficial owner of 108,740 common shares and beneficial owner of approximately 95% of Preferred Shares. Mr. Lehner exercises effective voting control over the corporation. His compensation in Q1 2016 will be accrued as $2,875.00.

CFO: Michael (Mike) Kostrich, CPA, C.A. Mr. Kostrich has served as part-time CFO from January 1, 2006 to Q1 2015 from his own Chartered Professional Accountancy practice. Beneficial owner 200 common shares with an accrual of compensation based on quantity of work, which is included in Accounts Payable. Mr. Kostrich is not an affiliate for purposes of Rule 144. His inclusion in this section arises from the fact that he is entitled to payment of deferred compensation. Preparation of the Q1 2016 financial statement was made through the services of www.getotccurrent.com. It is the objective of Winning Brands to receive special assistance of this 3rd party to expedite the completion of current filings.

B. Legal/Disciplinary History. Please identify whether any of the foregoing persons have, in the last five years, been the subject of:

1. A conviction in a criminal proceeding or named as a defendant in a pending criminal proceeding (excluding traffic violations and other minor offenses);

   No.

2. The entry of an order, judgment, or decree, not subsequently reversed, suspended or vacated, by a court of competent jurisdiction that permanently or temporarily enjoined, barred, suspended or otherwise limited such person's involvement in any type of business, securities, commodities, or banking activities;

   No.

3. A finding or judgment by a court of competent jurisdiction (in a civil action), the Securities and Exchange Commission, the Commodity Futures Trading Commission, or a state securities regulator of a violation of federal or state securities or commodities law, which finding or judgment has not been reversed, suspended, or vacated; or

   No.

4. The entry of an order by a self-regulatory organization that permanently or temporarily barred suspended or otherwise limited such person's involvement in any type of business or securities activities.

   No.

A. Beneficial Shareholders. Provide a list of the name, address and shareholdings or the percentage of shares owned by all persons beneficially owning more than ten percent (10%) of any class of the issuer's equity securities. If any of the beneficial shareholders are corporate shareholders, provide the name and address of the person(s) owning or controlling such corporate shareholders and the resident agents of the corporate shareholders.

95% Preferred and less than 1% Common
Eric Lehner
c/o XMG Corporation,
92 Caplan Avenue, Suite 134
Barrie, Ontario, Canada
L4N 9J2

9) Third Party Providers

Please provide the name, address, telephone number, and email address of each of the following outside providers that advise your company on matters relating to operations, business development and disclosure:

Legal Counsel
Name: Vic Devlaeminck PC

Securities Counsel, Accounting/Auditing Firm
10013 N.E. Hazel Dell Avenue, Suite 317
Vancouver, WA 98685
(360) 993-0201
jevic321@aol.com

Accountant or Auditor
Name: www.getotccurrent.com

Investor Relations Consultant
Winning Brands Internal Operation

Other Advisor:
Any other advisor(s) that assisted, advised, prepared or provided information with respect to this disclosure statement.

None

10) Issuer Certification

I, Eric Lehner, CEO, certify that:

1. I have reviewed this quarterly disclosure statement of Winning Brands Corporation;

2. Based on my knowledge, this disclosure statement does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this disclosure statement; and

3. Based on my knowledge, the financial statements, and other financial information included or incorporated by reference in this disclosure statement, fairly present in all material respects the financial condition, results of operations and cash flows of the issuer as of, and for, the periods presented in this disclosure statement.

4. This financial and operating report is being made for a period that is more than 1 year in the past, as part of an updating of filings and for the purpose of regaining current status. Cautions have been included for the reader where appropriate to ensure that subsequent developments that are material to an understanding of the information are indicated.

April 4, 2017

(For the 3 months ending March 31, 2016)

Eric Lehner, Chairman, CEO

Winning Brands Corporation

Combined Consolidated Financial Statements
(Unaudited)

Three Months Ended

March 31, 2016

Winning Brands Coproration
Combined Consolidated Balance Sheet
(unaudited)
as at March 31, 2016
(with comparative figures as at March 31, 2015)

	March 31, 2016	March 31, 2015
Assets		
Current:		
Cash	$ -	$ -
Accounts receivable	124,755	139,418
Inventories	19,416	19,040
Prepaids	8,701	14,487
Prepaid services	129,172	132,443
Settlements pending - Section 3(a)(10) process	32,855	33,687
	314,899	339,075
Subscriptions Receivable - Restricted Shares	91,580	93,899
Advances Receivable	148,150	151,901
Property, Plant & Equipment, net	10,105	12,327
Trade Secret Formulations	1	1
	$ 564,735	$ 597,203
Liabilities		
Current:		
Bank operating line of credit	$ 7,710	$ 2,146.00
Accounts Payable & Accruals	1,179,616	882,269
Loans Payable - 2008 to present	1,351,185	1,346,311
Loans Payable - 2006 & 2007	84,854	87,003
	2,623,365	2,317,729
Loans Payable - Brand Development	710,242	907,397
	3,333,607	3,225,126
Stockholders' Deficiency		
Preferred stock	10,000	10,000
Common stock	5,806,226	5,732,226
Additional paid in capital	4,511,434	4,511,435
Accumulated deficit	(13,390,684)	(13,111,369)
Accumulated foreign currency translation adjustment	294,152	229,785
	(2,768,872)	(2,627,923)
	$ 564,735	$ 597,203

The accompanying Notes are an Integral part of this Financial Statement & should be read in
in conjunction with the Interim Report for the Fiscal Quarter Ended March 31, 2016 and
The Issuer Initial Disclosure Statement dated March 31, 2010

Winning Brands Coproration
Combined Consolidated Statement of Loss
(Unaudited)

Three Months Ended March 31, 2016
(with comparitive figures for the Three Months Ended March 31, 2015)

		Three months ended March 31, 2016		Three months ended March 31, 2015
Sales	$	11,617	$	51,973
Cost of goods sold		7,230		32,100
Gross contribution		4,388		19,873
Operating Expenses:				
Administration & bookkeeping		470		1,547
Advertising & promotion		638		6,232
Amortization of capital assets		-		668
Bank, credit card & exchange charges		2,812		5,726
Financing costs & fees		5,502		11,257
Facility costs, fees, & internet		6,790		8,195
Freight, courier, & postage		91		3,666
Insurance		1,768		2,627
Investor relations & services		-		23
Legal, accounting, & professional fees		137		10,313
Management & staff compensation		24,995		34,773
Office expenses		2,075		1,240
Repairs & maintenance		80		292
Telecommunications		1,522		1,760
Vehicle & travel		883		3,263
		47,763		91,582
Net loss for the the period		(43,375)		(71,709)
Foreign currency translation adjustment		(170,715)		249,496
Comprehensive income (loss) for the period	$	(214,090)	$	177,787

The accompanying Notes are an Integral part of this Financial Statement & should be read in in conjunction with the Interim Report for the Three Months Ended March 31, 2016 and The Issuer Initial Disclosure Statement dated March 31, 2010

Winning Brands Coproration
Combined Consolidated Statement of Cash Flows
for the Three Months Ended March 31, 2016
(with comparitive figures for the Three Months Ended March 31, 2015)

	Three months ended March 31, 2016	Three months ended March 31, 2015
Cash generated by (used for):		
Operations:		
Net loss	$ (43,375)	$ (71,709)
Add: Items not involving cash		
Amortization of capital assets	-	668
Changes in non-cash current balances:		
Decrease (increase) in receivables	(422)	9,904
Decrease (increase) in inventories	3,720	(1,369)
Decrease (increase) in prepaids	(537)	3,356
Decrease (increase) in prepaid services	(7,968)	12,163
Decrease (increase) in settlements pending 3(a)(10)	(2,027)	3,094
Increase (decrease) in accounts payable & accruals	57,485	(211,059)
	6,876	(254,952)
Financing:		
Loan advances - 2008 to present	125,204	103,857
Loan advances (repayments) 2006 & 2007	5,234	(7,989)
Loan advances (repayments) - Brand Development	43,814	(115,529)
Proceeds from share issuance - debt retirement	-	3,395
Proceeds from share issuance - fees & services	-	-
Proceeds from share issuance - Section 3(a)(10)	-	-
	174,252	(16,266)
Increase (decrease) in cash during the period	181,128	(271,218)
Effect of exchange rate changes on cash	(185,928)	267,810
Cash position, beginning of period	(2,910)	1,262
Cash Position (operating line of credit), end of period	$ (7,710)	$ (2,146)

The accompanying Notes are an Integral part of this Financial Statement & should be read in
in conjunction with the Interim Report for the Three Months Ended March 31, 2016 and
The Issuer Initial Disclosure Statement dated March 31, 2010

Winning Brands Coproration
Combined Consolidated Statement of Changes in Stockholders' Deficiency
Results for the Three Months Ended March 31, 2016

	Preference shares		Common Shares					
	Number of shares	**Share amount**	**Number of shares**	**Share amount**	**Additional Paid - Up Capital**	**Accumulated Deficit**	**Accumulated Currency Translation**	**Stockholders' (Deficiency)/ Equity**
Opening Balance -								
January 1, 2016	10,000,000	$ 10,000	971,432,632	$ 5,806,226	$ 4,511,434	$ (13,347,309)	$ 464,867	(2,554,782)
Net loss - Q1 2016						(43,375)		(43,375)
Foreign currency translation adjustment							(170,715)	(170,715)
Cumulative Balances - **March 31, 2016**	**10,000,000**	**$ 10,000**	**971,432,632**	**$ 5,806,226**	**$ 4,511,434**	**$ (13,390,684)**	**$ 294,152**	**$ (2,768,872)**

The accompanying Notes are an Integral part of this Financial Statement & should be read in
in conjunction with the Interim Report for the Three Months Ended March 31, 2016 and
The Issuer Initial Disclosure Statement dated March 31, 2010

1. Summary of Significant Accounting Policies

a) Nature of business

Winning Brands Corporation, a Delaware incorporated entity, is a non-reporting issuer quoted under the symbol WNBD in the U.S.

Winning Brands Corporation owns 100% of the capital stock of Niagara Mist Marketing Ltd (NMML) which has been in business since 1977. NMML's primary activities include the creation and manufacturing of household and commercial cleaning products as well as cosmetic and personal care formulations.

b) Basis of presentation

The combined consolidated financial statements include the accounts of the company and its wholly-owned subsidiary and XMG Corporation (a related company). All significant inter-company accounts and transactions have been eliminated in order to reflect the net offset of combined operations accurately.

c) Foreign Currency Translation

The combined consolidated financial statements are presented in United States Dollars as follows:

- Balance sheet items using the Bank of Canada exchange rate as at the various period end dates.
- Income statement items using the Bank of Canada average exchange rate for the various periods described.
- Stockholders' share activity at the historical rate in effect on the transaction date.
- Adjustments resulting from the process of translating the Canadian currency financial statements into U.S. dollars are identified as such in the statements of loss and stockholders' deficiency.

d) Use of Estimates and Assumptions

The preparation of the accompanying combined consolidated financial statements requires management to make certain estimates and assumptions that directly affect the results of reported assets, liabilities, revenue, and expenses. Actual results may differ from these estimates.

e) Going Concern

These combined consolidated financial statements have been prepared assuming that the company will continue as a going concern which contemplates, among other things, the realization of assets and the satisfaction of liabilities in the normal course of business. Additional financing is needed for the successful completion of the company's contemplated plan of operations and its transition, ultimately, to the attainment of profitable operations. The company's ability to raise additional equity or debt financing is unknown. An inability to resolve these factors would raise substantial doubts about the company's ability to continue as a going concern. These financial statements do not include any adjustments that may result from the outcome of the aforementioned uncertainties.

f) Inventories

Inventories consist of finished product for resale as well as raw materials and packaging components held at the company's premises' and contract warehousing facilities. Finished product is valued at cost including materials, labour and overhead.

g) Property, Plant & Equipment

Property, plant & equipment assets are stated at cost and are amortized at the annual rates noted below. Additions are amortized at one half the annual rates.

Category	Rate	Method
Equipment & dies	4%	Declining balance
Computers	30 to 100%	Declining balance
Vehicles	30%	Declining balance
Leaseholds	5 yr	Straight line
Furniture & fixtures	20%	Declining balance
Signs	20%	Declining balance

h) Revenue Recognition

Revenue is recognized as product is shipped. Goods are not normally shipped on a consignment basis and under no circumstances are treated as sales until they actually occur.

i) Financial Instruments & Risk Management

Foreign currency risk

The company is exposed to currency risk as some of its accounts receivable and accounts payable are denominated in U.S. dollars, Canadian dollars and other foreign currencies. The company also earns revenue & makes expenditures in these currencies. Unfavourable changes in the applicable exchange rate may result in a decrease in any foreign exchange gain or an increase in any foreign exchange loss.

Credit risk

Credit risk arises from the possibility that entities to which the company sells may experience financial difficulty and be unable to fulfil their contractual obligations. This risk is mitigated by proactive credit management policies that include regular monitoring of the debtors' payment history.

Fair value

The fair value of the company's financial instruments is estimated based on the amount at which these instruments could be exchanged in a transaction between knowledgeable and willing parties. The fair value of accounts receivable, inventory, prepaid expenses, accounts payable and accrued expenses are assumed to approximate their historical cost amount due to their short term nature.

The fair value of the company's long-term financial assets is estimated to approximate the recorded amounts, other than the fair market value of Trade Secret Formulations & Trademarks as referred to in Note 7.

The fair value of the company's long-term financial liabilities is estimated to approximate the recorded amounts.

2. Prepaid services

Prepaid services represent an accrual of fees to ASC Recap LLC for services rendered throughout the 3(a)(10) process. The amount will be amortized on a percentage basis each quarter that approximates the services rendered during that period. The balance in the account at any given time reflects the unamortized portion of the fees yet to be expensed.

3. Settlements pending - 3(a)(10) process

This amount reflects the imputed value of shares issued to ASC Recap LLC for sale in accordance with Section3(a)(10) of the Securities Act in order to retire debt of program participants. As shares are sold, the realized proceeds, net of expenses, are dispersed to the participants. Reconciliation of the Settlements pending account is made quarterly.

4. Subscriptions Receivable - Restricted Shares

Subscriptions receivable is an attribution to members of the founding management group of the value of their proportionate interest in Niagara Mist Marketing Limited in 2004 prior to the plan of merger and reorganization with Winning Brands Corporation. These interests were converted from free trading shares of Niagara Mist Marketing Limited to restricted shares of Winning Brands Corporation, and remain restricted to the present time. These amounts are non-interest bearing nor payable until the removal of the trading restriction on these shares, at which time the receivable may be retired according to a repayment plan to be determined at that time.

Due to the inability of the company to provide the removal of the restriction called for above the portion of the Subscription Receivable pertaining to two of the founding members of the management group were cancelled during the 2014 fiscal year. This cancellation removes any contingent interest by those founding members in the company that their restricted shares represented.

5. Advances receivable

Pending final determination of compensation to be granted for services rendered by the CEO, Eric Lehner, from 2005 to the date of determination, advances have been made on account to him. Preliminary annual compensation to the CEO has been made as follows: 2005 - $10,000; 2006 - $12,000; 2007 - $74,000; 2008 - $74,000; 2009 - $120,000; 2010 - $98,000; 2011 - $66,000; 2012 - $45,000; 2013 - $32,500; 2014 - $45,000. Any payments greater than the preliminary compensation amounts have been treated as advances.

It is the intention that the company will in due course provide compensation to the CEO that is more customary of his level of responsibility, as determined by a competent unaffiliated authority. At such time the advances may be converted to earned compensation.

In the interim, and in good faith toward the company and its shareholders, the CEO has provided partial security for the advances in the form of an assignment of a $100,000 interest in real property that is registered on title in the town of Caledon, Ontario. The net effect of this arrangement is to link compensation to performance.

6. Trade Secret Formulations & Trademarks

The company's wholly owned subsidiary, Niagara Mist Marketing Limited, has developed a portfolio of intellectual proprieties including proprietary chemical formulations, know-how and trademarks which provide the basis for commercially distinct mass market consumer products with unique selling propositions. These products, principally the lead product, Winning Colours 1000+ Stain Remover, have gained listings by retailers.

No fair market valuation is reflected in these financial statements of these intellectual properties (whose substance is growing through ongoing work and additions) and all investment in their research and development and registration, where applicable, has been expensed rather than capitalized. It is the opinion of management that the fair market valuation of these assets are an integral part of the company's overall value and can be better determined as the implementation of the issuer's business plan yields results. Such valuation would be carried out by competent independent valuation professionals.

7. Loans Payable - 2008 to present

These 6%, 8%, and 13% simple interest loans have various due dates. The 6% and 8% notes loans can be extended at 12% interest thereafter or converted to equity at a 25% - 40% discount to market. Some holders of matured loans have chosen to extend their term beyond maturity rather than converting to equity at this time, subject to market conditions.

8. Loans Payable - 2006 & 2007

These loans were made by unaffiliated parties for working capital purposes. One of these amounts, a $360,000 Canadian original obligation was secured by a GSA (General Security Agreement). As of June 30, 2015 there is no remaining amount outstanding on the principal amount of that obligation, although a forbearance fee is being negotiated in consideration for having provided informal extensions during the life of the loan prior to its repayment.

9. Loans Payable - Brand Development

These loans represent funding for the initial period of the company's brand development work, prior to the 2006 access to public equity financing. The loans are repayable by a variety of specific terms of repayment, all of which are long term in nature and open (i.e. can be repaid in full without penalty as resources permit). A portion of the loans payable pertains to contingent subscriptions prior to the merger, which must be returned due to non-completion.

10. Reduction of accrued interest

Of the "Loans Payable - Brand Development" amount reflected in Note 8, $327,773 of accrued interest has been forgiven by one of the founding lenders This reduction of accrued interest was charged to the combined consolidated statement of loss in the fourth quarter of 2010 as this was the period in which the forgiveness was granted.

This accrual is no longer required as the lender is now satisfied that eligibility for eventual removal of the trading restriction on their original allocation of common shares is sufficient consideration for their loan to date. Participation in future stock options or warrants, at the sole discretion of the company, may be provided as consideration of this forgiveness.

11. Reverse split

The company consolidated its outstanding shares by means of a reverse split of common stock (500 to 1) effective April 25, 2013.

12. Comparative figures

Certain comparative figures have been reclassified to confirm with the financial statement presentation for the current year.