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Joining us a day is Jim Pakulis the CEO and chairman of Boosh Plant-Based Brands that trades on our OTCQB Venture Market under the ticker VGGIF. Boosh Plant-Based Brands, through its wholly owned subsidiary, Boosh Food, is the gateway to experiencing high-quality Non-GMO gluten-free, 100 percent plant-based nutritional foods with an expanding presence in the Canadian retail market. Jim, thanks so much for joining us today.

Jim Pakulis

Cecilia Thanks for having me. Thank you.

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So Jim to begin tell us about your experience as an entrepreneur and then how you got involved with Boosh.

Jim Pakulis

And sure I actually was one of the first individuals to fortunately be enough involved in the cannabis industry back in 2010 and taken a company public in 2010 in the cannabis space. So I was cutting edge setting somewhat of a precedent back then. Fast forward I've been involved in numerous companies either as President or CEO what I found extremely attractive is besides the plant-based industry which I think is going to have significant growth over the next fifteen to 20 years is the absolute fantastic job that the founder of ah Boosh Food has done which is Connie Marples. So um, um, I'm blessed to have been able to align our group with Connie in order to go ahead and grow Boosh Food.

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And so what is your strategy to actually introduce consumers to a plant-based diet and what trends are you seeing in the industry?

Jim Pakulis

So the trends are huge. Bloomberg came out recently with a report stating that the valuation of the plant-based industry by 2050 is going to be 1 point four trillion dollars. So that's very disruptive basically from a zero start to that level in a relatively short period of time. So it's going to move from the animal protein to the plant-based protein I think the driving force of this movement are the millennials and gen x and gen wise who have 3 things that they that they want to see 1 they want to make sure what the product they're putting into their system is healthy

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number 2 they want to protect animal kingdom and number 3 they want to protect our resources our very valuable resources planet earth and so they're guiding this movement into the plant-based industry and in a very large way. Also at the macro level if you look at Europe Europe is probably 5 years ahead of us. As it relates to plant-based consumption very progressive as it relates to the plant-based industry I think Canada is a couple years ahead of the United States and then we're probably 3 to 4 years behind Canada as it relates to a movement getting into plant-based foods from our standpoint. We're not necessarily going after the vegan or the vegetarian we're going after flexitarians individuals that eat meat regularly but do want to go ahead and start consuming more plant-based foods 1 of the great things about our product is the fact that you can heat and eat so all the things that you mentioned at the top of the conversation. Non-GMO gluten free plant based excellent taste. But it's wonderful for the family that's very busy and active to come home at 6 or 7 at night mom and dad are exhausted. Kids come back from school or sports or theater what have you. And the folks are able to put in a wonderful plant-based food into the microwave in the oven and have ah a really good tasting healthy meal within a relatively short period of time. So we'd like to say we're the gateway for consumers to get used to having. At least 1 or 2 plant-based meals per week

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And how is Boosh competitive in this emerging market and.

Jim Pakulis

So we'd like to differentiate ourselves. We're not going to be another plant-based hamburger though we have a wonderful alliance. A very special alliance with Beyond meat. We were 1 of the first groups to be able to utilize their products in our meals. It's turned out fantastic and I see wonderful things coming from that considering that arguably that look they are the largest plant-based food company throughout the world. So having that relationship is fantastic, but we'd like to differentiate ourselves besides having very unique meals but we want to compliment the main entree that's sitting on the plate. Whether it's our cheeses or our patties our mushroom gravies mac and cheese rosesa mac and cheese those are the things that I believe will continue and differentiate our products as we continue and grow boost. In fact, we just acquire 2 companies. 1 was the plant-based cheese company which is just absolutely fantastic and the other 1 is ah is a vegetable pate a very unique but I believe it has significant potential for growth and strong management. Great product these the. The items that we like to look at when we're considering doing an acquisition.

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So what is on the horizon for the company in 2022 to continue to help leverage your growth?

Jim Pakulis

We want to create four revenue streams the first 1 organic as we just talked about growing Boosh through throughout Canada and let me just take a side note for a second Connie Marples was the founder of Boosh was the 1 that that besides created all the recipes she literally 192 was the 1 going out. And selling the products once it became available in store shelves. We aligned ourselves with a great food broker in Canada who aligned us with unify so up until 2020 we were in roughly 1 hundred and 2500 and fifty stores just since the beginning of this year we've gotten into another 1 hundred and fifty to roughly 200 stores. So we're between three seventy five and four hundred and fifty stores right now we just brought in and a wonderful sales team to go ahead and expand boost throughout Canada and I'm sure we'll duplicate that for a sales team in the us which I'll explain in a second so number 1 revenue organic revenue this is for 2022 number two we just signed a contract with Thrive which is a US food broker they touch all four corners of the us wonderful reputation and we will be starting to work with them in the not too distant future to start. Um, allowing boost to be available throughout the United States number 3 we also signed a contract for e-commerce with shopfegie dot com and so we will be home delivery in the not 2 distant future. So that's revenue stream number 3 and res dream number four. Is acquisitions as I've mentioned we've already done 2 acquisitions. Um, we're looking at a lot of other potential situations as far as acquisitions. So within those four revenue streams we want them up and going for 2022.

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That that's really exciting to hear so Boosh began trading on the OTCQB Venture Market recently and has also traded on the csc how does cross trading on the OTCQB market enhance your investor strategy here in the US?

Jim Pakulis

Well, you hit it on you hit on it earlier in regards to the population. We have a significantly larger population in the United States than in Canada also in regards to grocery stores. There's roughly 15000 grocery stores in Canada roughly forty two thousand grocery stores in the US. So getting to the to the aspect of investing or trading on Boosh. It opens up the ability for consumers investors to be able to trade in the United States with Boosh under the Ticker VGGIF so it basically expands it significantly for investors. In fact. Prior to us getting our FINRA approval



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getting the OTCQB approval and getting our DTC eligibility approval prior to that. All of our indicators was that roughly 80 percent are of our investment investors' inquiry were from the United States. So that was a strong indication that we definitely wanted to be there since our food is going to be there. We should be there obviously trading on the OTC which is a phenomenal exchange and also if you think about it. The investor is ah could be a consumer of our products as well. So it's ah it's a double win for the investor to be able to then eat our products. And enjoy a healthy meal.

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Jim thanks so much for sharing your story. It's been great talking with you today.

Jim Pakulis

Thank you Cecilia can I mention 1 more thing please I want to just talk quickly about our cap structure. It's very unique. It's somewhat contrarian to most other capital structures in the marketplace unlike a lot of companies that may go to the market with 50 to 1 hundred million shares outstanding were ultraconservative. To be as non-diluted as possible in order 1 of the reasons is to protect the shareholders. So post IPO we only had sixteen million shares outstanding roughly 28 percent ownership of the insiders which includes Connie and her husband Lance who are still working ten twelve hours a day for Boosh. We also were fortunate enough to bring in about 1100 investors on our 2 point eight million IPO that took place in may all of it was retail investors. We really like a large shareholder base. We want to continue to grow that and thirdly our market cap we believe is very conservative at roughly 20000000 dollars were our nearest peers. Ah, roughly 80 million dollars. This is a huge runway for Boosh but our goal is to try to be as non-diluted as possible. We had much more dollars interested in on our IPO but we just didn't want to take it and dilute the company at 50 cents. We're anticipating. Ah you know, conditional in the stock doing well over time. Will then be able to potentially do additional raises at less diluted prices certainly than fifty cents and management is very aligned with shareholders. In fact myself I don't get a salary or commission. My compensation is 50 cent warrants. So I am 1 hundred percent. Aligned with the shareholders as far as the success of the company which I think is really important for a consumer looking to invest in any small merchant company. You know, find out what the interests of management are before you do that and ours are aligned completely with at least with my aligned with the shareholders.

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So Boosh Plant-Based Brands trades under the symbol VGGIF on our OTCQB



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Venture Market.

Boosh Plant-Based Brands Inc.
Season 5 | Episode 42



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