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Joining us today is James McInnes, the founder, CEO, and President of Odd Burger Corporation that trades on our OTCQB Venture Market under the ticker ODDAF. Odd Burger is a chain company and owns franchised vegan fast-food restaurants, as well as a food technology company that manufactures and distributes a proprietary line of plant-based protein and dairy alternatives to its locations, as well as external food service to customers. James, thanks so much for joining us today.

James McInnes

Thanks so much for having me.

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To start, remind us again the story of why you created Odd Burger in 2014.

James McInnes

Well, Odd Burger actually was part of my personal health journey that really started around that time. So, I went vegan in 2013 for health reasons and really felt so much better on a plant-based diet and really made it my mission to educate others and get other people to realize like how much better they could feel eating plants because I really had never expected to stick with this. So yeah, and from that really, we started a grassroots vegan organization. At the time it was called Globally Local, and we were really doing just fruits and vegetables. And you know it became this movement of people who were just loving eating more fruits and vegetables and eating healthier, eating cleaner, and that kind of stuff and um, so then we started our own our own food truck and that was really successful, really popular and we were doing, um, you know replicas of fast food menu items on our food truck but still using our homemade, you know, veggie patties which were more nutritious and had you know, really good wholesome ingredients in it and yeah, then really you know from that we just grew into the fast food chain that we are today, a year later but yeah, so it really was that personal health journey that really kicked off Odd Burger.

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And so now talk about your recent announcement about that to grow your operations in Southeast Asia as well as the pacific and how your franchise model is continuing to work as your strategy.

James McInnes

Yeah, so our strategy here really was to get into the largest vegetarian and vegan market in the world. You know which is India; it's just a huge market culturally, and historically the people of India have eaten primarily a vegetarian diet. So really for us the goal here is to, is to you know, offer one of the first plant-based diets in India really that, ah, that you know aims at keeping people to continue to eat vegetarian and vegan and for those that don't get them to maybe try it and eat some more. So yeah, so this is this is, ah, why we went to India. We had a great partnership there with one of our board members who is from India, and he has a lot of lot of local connections. So, it really made sense for us to leverage that partnership and his connections. Um, to sort of grow there and um, you know the franchising model again is the perfect model for us to grow because it's a low-cost model. We can scale it up quickly rapidly. And you know frankly we've been very successful at it here in Canada so we believe that we can take that success there and, you know, use it everywhere in the world. So, this is this is really the drive towards opening in India and why we're so excited about it.

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What trends do you continue to see in the industry and is it getting too crowded in your opinion?

James McInnes

You know it's interesting because I think the industry for a while trended towards you know, kind of the Beyond meat type of products, which was the idea that we need to replicate meat at all costs: doesn't matter how much you process it and the company that could make the product. That's the most meat wins. I think really that has changed quite a bit and that was never us. You know we were always really focused on more natural ingredients and so the market really kind of went away from that for a bit, but I think it's coming back towards people realizing that, you know, not all plant-based proteins are created equal, and consumers that are not vegan are vegetarian. You know if they're going to eat a veggie burger, they want I think some health benefits to it. So, this is where I think Odd Burger really has always found success and where we continue to focus our efforts.

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What can we expect from Odd Burger by the end of 2023?

James McInnes

Well right now we have a lot of sites that are that are under constructions. We have eight sites in Canada that are under active construction and total of fourteen franchise agreements signed in Canada so those eight sites may expect to open before the before year ends. So, there's a lot of growth that's going to happen. Right now, you know, we're at nine locations. So, it's almost doubling our growth, you know, before a year and so a huge, ah, growth is going to be happening. To be fair, it's been in the works for a while now you know we've been finding locations and have the franchisees, you know, ever since last year. So that process is now starting to pay off and we're going to now see a lot of growth here in Canada and internationally in the US. You know we have a big focus on expanding into the US and, you know, we hope to really solidify that very soon. And of course, it has a look before, you know, our growth in India so we hope to open our first restaurant in India before the year ends as well. So, a lot of exciting stuff happens here.

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Very exciting. So Odd Burger, you trade both on the OTCQB venture market here in the US as well as the TSXV, and why is it important for the company to continue to expand your investor strategy here in the US?

James McInnes

Well, you know for us, you know the US is going to be our big future growth spot, right? And if that's where we're going to grow, we want to support that growth with our investors as well because a lot of our customers are investors. You know a lot of people that that try our food and see our concept and, you know, see how we make the food, and you know experience our customer service, it convinces them to buy our stock and to invest in the company. So., you know again, it's really important for us to have that market access for our American customers going forward and to give them the opportunity to, you know, if they if they believe in what we're doing, to invest in it as well. So, this is, ah you know, why our US Investor Strategy is so important.

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Well James it's been a pleasure to speak with you again and thank you so much for the very exciting updates.

James McInnes

Yeah, thanks so much and I really appreciate you for having me on here. And for



Podcast

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anyone that wants to check us out we're on Instagram @oddbergerfastfood and on Facebook and Twitter, and all the all the major social media outlets. You can also go to our website at oddburger.com to check in our menu and see our locations.

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Absolutely so thank you for joining us again and we look forward to an update. Um, Odd Burger trades under the symbol ODDAF on our OTCQB venture market.