



July 22, 2021

CSE: VEGI  
OTCPink: VGGIF

## Boosh Announces Official Launch Date For Brand New Refrigerated Entrees

Boosh Plant-Based Brands Inc. (“Boosh” or the “Company”) (CSE:VEGI; OTCPink: VGGIF) is pleased to announce that the Company has expanded into the refrigerated section, and will begin production July 30<sup>th</sup>.

The new Chill line consists of three Heat’n Eat dishes: Chili, Mushroom Good Gravy and Sloppy Joe. The products will be distributed in Canada by UNFI, one of the largest natural food distributors in North America.



“We love providing to the marketplace 100% plant-based, non-GMO and gluten-free meals for the whole family to heat n’ eat, and enjoy together,” states Connie Marples, founder and president of Boosh. “To compliment our six frozen entrees, our new dishes are even more versatile and convenient to be enjoyed in a variety of ways. Each package has a QR code on it with recipe ideas. For instance, our Mushroom Good Gravy can be poured over veggies and plant-based meat for next level flavour or by adding some plant-based milk you have incredible

mushroom soup. Life is busy. Convenience is key. These healthy meals are super easy to fix, taste fantastic and we believe will satisfy even the pickiest of eaters in your home.”

On behalf of the Board of Directors

James Pakulis  
Chief Executive Officer

Telephone: (833) 882-6674

[www.Booshfood.com](http://www.Booshfood.com)

**About Boosh Plant-Based Brands Inc.:**

Boosh Plant-Based Brands Inc., through its wholly owned subsidiary, Boosh Food ([www.booshfood.com](http://www.booshfood.com)), is the gateway to experiencing high quality, non-GMO, gluten free, 100% plant-based nutritional comfort foods for the whole family. We currently offer six frozen meals which are sold throughout Canada, and now we’re expanding our meals to include three refrigerated products. Boosh, good for you and good for planet earth.

*The information in this news release includes certain information and statements about management's view of future events, expectations, plans and prospects that constitute forward looking statements. These statements are based upon assumptions that are subject to significant risks and uncertainties. Because of these risks and uncertainties and as a result of a variety of factors, the actual results, expectations, achievements or performance may differ materially from those anticipated and indicated by these forward looking statements. Forward-looking statements in this news release include, but are not limited to, the Company's proposed use of the proceeds of its initial public offering. Any number of factors could cause actual results to differ materially from these forward-looking statements as well as future results. Although the Company believes that the expectations reflected in forward looking statements are reasonable, it can give no assurances that the expectations of any forward looking statements will prove to be correct. Except as required by law, the Company disclaims any intention and assumes no obligation to update or revise any forward looking statements to reflect actual results, whether as a result of new information, future events, changes in assumptions, changes in factors affecting such forward looking statements or otherwise.*

*Neither the Canadian Securities Exchange nor its Regulation Services Provider (as that term is defined in the policies of the Canadian Securities Exchange) accepts responsibility for the adequacy or accuracy of this release.*