 **DISRUPTING  
THE MEAT  
INDUSTRY**

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**Plant & Co**

**RECENT  
FRANCHISING**

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BROUGHT TO YOU BY VALUE THE MARKETS

# A Plant-Based Revolution

(CSE: VEGN, FRANKFURT: VGP, OTC PK: VGANF)

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**HOLY CRAP  
BREAKFAST  
CERAL**





# Why Invest in Plant&Co. Brands

Plant&Co. Brands (CNSX:VEGN) is a Canadian company taking the plant-based food industry by storm. It's an ambitious start-up already making strides in the sector with its growing selection of recognised and well-loved products.

Global US management consulting firm AT Kearney expects the vegan meat replacement sector to have an 18% share of the global meat market by 2030. That's a value exceeding **US\$250 billion!**

Or a whopping 5000% increase in alternative meat product demand in just twelve years. The direction for the plant-based market is upwards, the evidence is clear.

But hurry, if you don't want to miss out on one of the hottest investing revolution's of the decade, this is where it begins.

Plant&Co's ultimate goal is to build an impressive product collection of vegan and plant-based meat alternatives.

And it intends to do this through the acquisition of existing brands and select partnerships. By leveraging the rapidly expanding interest in the vegan food market, **Plant&Co** is gearing up for explosive growth and scalability.



This is likely a very wise decision. When food industry heavyweights McDonald's and PepsiCo make moves to partner up with plant-based players, you just know a major lifestyle change is upon us. In a similar vein to the forces of fashion collaborating with random brands (think Supreme and Oreo), it's a way to pique consumer interest and draw in new fans.

So, following in the footsteps of these major players, **Plant&Co** is absolutely on to something when snapping up some of the finest and favourite plant-based lifestyle brands around.

By placing them in line of sight, consumers can get excited to taste them and businesses become eager to join forces with them.

**Interest in health and wellness, and the vegan food market in particular**, is snowballing for a variety of reasons. The pandemic has propelled its acceptance to the forefront of society, while cultural, health and wellness and environmental factors are all at play too.





1.

Plant&Co. Brands (CSE: VEGN, Frankfurt: VGP, OTCPK: VGANF) is a health and wellness company with locations and offices in Vancouver, Calgary, and Toronto. It is building an enviable portfolio of plant-based food brands with a loyal following. Plant-based eating is one of the most exhilarating areas of food sector investment today and investment in the sector is exploding.

2.

International US management consulting firm AT Kearney expects the vegan meat replacement sector to have an 18% share of the global meat market by 2030. This equates to an insane US\$250 billion, compared with just US\$4.6 billion in 2018. Or, a 5000% increase in the demand for alternative meat products in just twelve years.

3.

Further research from the highly regarded UnivDatos Market Insights, foresees the plant-based food market, achieving a market valuation of US\$38 billion by 2025 expanding at a CAGR of 8.9% from 2019 to 2025. It could be that the pandemic has sped this up to even higher numbers. Time will tell.

4.

Headed up by a self-motivated group of highly experienced entrepreneurs, Plant&Co is well on the way to building an enviable selection of plant-based food products and brands under its umbrella. This will allow the Plant&Co. brand to mushroom in popularity and growth.

5.

Climate change is a ticking time bomb that has governments around the world scrambling to halt its devastation. This alone is enough to send the masses reaching for meat alternatives. But with the pandemic on top, it's incredible anyone's left eating meat!

6.

The factors above, combined with a cultural shift in attitude and other health and wellbeing factors are all contributing to a very favourable market environment for the plant-based movement.

7.

The rise in plant-derived proteins and vegan food supplies is



very much here to stay. It's no longer a secretive diet followed by health nuts and hippies, but absolutely accepted by the masses as a sensible route to a more enjoyable life. In fact, more than 40% of Canadians are now actively trying to incorporate plant-based foods into their diets, without fuss.

# 8.

And oh, how the tables have turned! Now a massive 63% of millennials (aged 24-39) are actively making an effort to add plant-derived foods to their diet, according to a survey conducted by YouGov & Whole Foods Market.

# 9.

Meanwhile, a separate 2019 YouGov poll found more than one in five young Americans is up for cutting out meat if it helps reduce carbon emissions and defeat climate change.

# 10.

Once considered the preferred way of life for hippy extremists and tree-huggers, the vegan stereotype has been eroded to make way for those who care for the planet and their bodies. Plant-based eating conforms perfectly to our image conscious

world where every minute offers a photo opportunity and looking and feeling our best has never been more paramount.

# 11.

Plant&Co recently acquired the well-loved Holy Crap breakfast cereal and specialist Canadian plant-based butcher YamChops, which specializes in plant-based meats and a variety of vegan food products.

# 12.

The go-getting company plans on continuing along this growth by acquisition path as a way to supercharge its portfolio and scalability in a short space of time. It also believes in the power of strong partnerships and strategic networking. To complement all this and help market its brands, Plant&Co will be utilizing its store in Toronto along with its growing distribution network to expand its market share throughout Canada and the United States.

# 13.

Distribution is already being taken care of as Plant&Co already has networks and B2B relationships in place. These cover large and bulk ordering of plant-derived products



with some of the largest nationwide distributors in Canada.

## 14.

Plant&Co's ambitions don't stop at the Canadian border. It's got much bigger plans afoot, as it intends to make moves into the lucrative and vast US market very soon. And this presence won't simply be virtual delivery, as it's launching its first physical storefront in Miami, followed by a store in California

## 15.

But that's only the beginning. Plant&Co is going all-in on this booming trend by franchising YamChops so that go-getting entrepreneurs can jump on this booming industry and take the vegan butcher shop nationwide. Interest is massive, and the potential growth could be exponential!

## 16.

Veganism and plant-based eating is as old as time, but its popularity had been limited until momentum began to take off in recent years. Investing in this rewarding market is exciting, and the outlook for investors looks to be potentially

## 17.

With so much positive energy surrounding the plant-derived foods market, the scene is set for an explosive future for Plant&Co. As far as macro trends are concerned, the company couldn't have timed its entry any better. With ambition and drive on its side, Plant&Co is expected to grow and its revenues with it.

## 18.

Plant&Co has now submitted an application to have its common shares listed for trading on the OTCQB. This is a US trading platform operated by the OTC Markets Group in New York.

## 19.

Plant&Co joined the Plant-Based Foods of Canada. This is an organisation, which launched in 2018, with the goal to raise Canadians' awareness of plant-based foods.



# Embracing an ancient diet

**Alternative meats and a shift to veganism is creating a very exciting opportunity for investors in the sector. There are many clean eating practices converging on the plant-based diet.**

Some want to adopt a diet that resembles what human hunter-gatherer ancestors ate thousands of years ago. The idea behind it is that back then lifestyle diseases, such as diabetes, obesity and heart-disease, were rare because people ate whole foods and led a physically active life in the outdoors. Plant-based products fit right into this line of thinking because they're derived from natural sources.

Veganism is also an ancient practice and based on similar ideals. Vegans avoid dairy because it's not a naturally occurring product but derived from animals. The rise in veganism and vegetarianism stems from an increased awareness of animal rights and welfare, environmental reasons, and health concerns.

As National Geographic's evolution of diet explains, a diet heavy on meat and dairy will take a much greater toll on the world's resources than an unrefined plant-based diet. With government and business focus centring on the need to combat climate-change, the stars are aligning in favour of plant-based products.





# An investing opportunity not to be missed

**The vegan, plant-derived products business has been growing in recent years, but investing opportunities were scarce. Thankfully, the tide is turning, and the outlook looks very promising. Climate change, the pandemic, cultural shifts and many more health and wellbeing factors are contributing to a very favourable market environment for the plant-based movement. The rise in plant-derived proteins and vegan food supplies is here to stay.**

The strides that have been made in developing vegan meats in the last few years are game changing, and younger consumers are literally crying out for more choice. A recent survey showed more than 40% of Canadians are actively trying to incorporate more plant-based foods into their diets.





# Opting for Plant-Proteins

As the global population continues to grow, it puts pressure on resources. It's already difficult for industrial farmers to meet the demand to feed the existing population but when climate change, moral concerns and growth in middle-income earners also come to light it's clearly unsustainable to continue without intervention. Plant-based solutions and meat free proteins are an excellent alternative.

They are helping reduce the burden and the moral weight. This makes it an interesting area of investment, particularly as so many paths are converging in this direction. Younger people are well-informed about the importance of doing their part to save the planet. This goes hand in hand with animal welfare, and the legitimate concerns regarding consuming industrial farmed animal protein.

1. According to a survey from YouGov and Whole Foods Market, 63% of millennials (aged 24-39) are trying to incorporate plant-based foods into their diet. And a 2019 YouGov poll found that more than one in five young Americans say they would be willing to eliminate meat from their diet in order to reduce carbon emissions and combat climate change. exhilarating areas of food sector investment today and investment in the sector is exploding.
2. Also, more than 60% of those aged 22 to 37 are aware of the implications their food choices have on the environment, with many actively trying to lessen their impact.
3. According to an Impossible Foods survey, Millennial parents are consciously introducing more plant-based foods at family meals. This means younger exposure to this type of diet sets them on the path for life.



4. While only 2 in 10 US Baby Boomers consume plant-based meat at least once a month, more than half of the US Gen Z population consumes plant-based meat at least once a month.t.
5. Even big-name food brands like McDonald's and PepsiCo are getting on the bandwagon partnering up to provide consumers with the plant-based offerings they're demanding. A YouGov and Track survey found that 37% of Burger King customers, 38% of McDonald's customers, and 40% of Wendy's customers agree that restaurants should be offering more vegan or vegetarian options.
6. Meanwhile, restaurants, meal-delivery kits, schools and government officials are all taking an interest in delivering plant-based foods to the masses



# Plant & Co



The pandemic has given the world a global health scare, waking us up to the importance of being fit and healthy. The virus has devastated the more vulnerable sectors of society, particularly those with dietary related health problems such as diabetes and obesity. It has also done no favours for mental health.

Thankfully, a plant-based diet can be a natural solution to all these problems. The evidence linking diet and mental health is growing, and many plant-based food sources can provide a happier outcome.

The same can be said for the link between diet and gut health. Holy Crap cereal is perfect for improving gut health and creating a happy gut. In fact, Giulia Enders, bestselling book Gut, goes into great detail about how important a natural diet is. It explains the reason gut health is so vital to longevity and happiness, is that the gut is as important to the human body as the brain or heart.

**Plant-based eating isn't just good for you, it's also proving beneficial to the environment.** In fact, it's gaining so much traction that a group of doctors and health professionals have called on British Prime Minister Boris Johnson to adopt a plant-based diet. His lead could provide a positive example to the nation, while outlining the cost-saving benefits it could bring to the country's health service.

Prevention is better than cure





# Shifting attitudes


These cultural, health, and environmental changes-in-view are creating very favourable market conditions for the rise of plant-based protein and a wholesome food supply. This is leading to an increasing interest in investment in this area of the food sector. It is also worth noting that plant-based proteins are not just used in food and dietary supplements. They're being applied to many other vegan styled products from cosmetics and pharmaceuticals, to animal feed and pet food.

It's also true that the big surge in numbers trying out a plant-based diet or meat free alternatives are not embracing the fully fledged vegan lifestyle. Instead, they're keen to adapt gradually and improve their diets in a balanced transition. We call these consumers 'flexitarian', which covers those following a semi-vegan or vegetarian diet or 'reducetarians', the consumers who are trying to reduce but not eliminate their meat intake. **A recent YouGov study from 2020, found that around 13% of the British population are on a flexitarian diet.**

**According to Harvard health Plant-based diets offer all the necessary protein, fats, carbohydrates, vitamins, and minerals for optimal health, and are often higher in fiber and phytonutrients.**

The creation of a meat-free burger has come on leaps and bounds in recent years. Many older consumers that tried meat-free burgers years ago will have been put off by their cardboard texture and lack of taste. Nowadays it's very different, these meat alternatives can now mimic the sensory profile of conventional meat, where tastes and textures offer a meat-like experience. That's because scientists have been working hard to perfect the taste and consistency to ensure meat-eaters are content with eating these healthy alternatives. And it's really working. Many traditional meat-lovers are quite happy to swap out their steaks, sausages and burgers for meat free protein rich alternatives.





This shift in attitudes along with the uptake in younger shoppers is bucking the trend. To this end, plant-based products are expected to dominate the meat alternatives space over the next five years. That's because scientific innovation is creating a credible consumer experience that's here to stay.

While strides have been made in perfecting the ultimate plant-based burger, it's still early days. Most plant-based protein sources are relatively new in their development and continued innovation is vital to success. Key areas of plant-based research that provide considerable opportunities for meaningful industry innovation across the value chain include sourcing, isolation and functionalization, formulation, processing, and distribution.





# Demand is holding strong

While demand for plant-based protein and plant-based meat alternatives has been mounting in recent years, several surveys and research reports from credible sources support the notion that it's here to stay and grow.

1. International US management consulting firm AT Kearney<sup>[1]</sup> states in a 2018 survey that the total market for plant-based meat alternative products was around US\$4.6 billion but is projected to grow by 20 to 30% per year for the next few years (depending on the region). It's a tiny fraction of the US\$1 trillion global meat market, showing there is a great deal of untapped potential. By 2030, vegan meat replacements are forecast to have an 18% share (worth over US\$250 billion) of the global meat market.
2. The estimates of 2030 revenue for plant-based meat do vary, with UBS and Barclays expecting global market sales to reach US\$85bn and US\$140bn respectively.  
  
The Plant Based Foods Association<sup>[2]</sup> reports that the market value of US plant-based foods was US\$5.0bn in 2019, an annual increase of 11.4%, with plant-based meats worth more than US\$939 million, with annual sales up 18%. Across the board, all categories of plant-based foods showed strong growth.
3. A report on the plant-based protein market funded by National Research Council Canada<sup>[3]</sup>, expects the global plant-based protein market to reach US\$10.8 billion by 2022 supported by a CAGR of 6.7%. It reports that in Canada, more than 40% of the population is actively trying to incorporate more plant-based foods into their diets.
4. UnivDatos Market Insights<sup>[4]</sup> anticipates that the plant-based food market will reach a market valuation of US\$38.4 billion by 2025 expanding at a CAGR of 8.9% from 2019 to 2025..



# Disrupting the Meat Industry

**Healing and innovation is what's needed to fix the planet and ourselves. Plant-based eating offers a simple solution to both. While there are many small-time farmers pushing for sustainable practices, large industrial farming has taken a foothold on the planet that needs to be disrupted if things are to improve.**

Enhancing agricultural enterprises can go a long way towards emotionally, economically and environmentally healing the planet and the human race.

The large-scale, intensive production of crops and animals on an international scale has grown to epic proportions, but to meet the growing demand for meat it's facing massive challenges.

The global agriculture and meat industry face enormous challenges to meet the world's growing demand for meat while transforming into a more sustainable structure. AT Kearney reports that solutions for making conventional meat production more efficient are almost exhausted. Rather than focusing efforts on refining conventional meat production, an increasing number of companies are inventing products to replace meat. From plant- and insect-based meat alternatives to cultured meat, the list of new products and brands is long and growing. These protein packed meat alternatives each have the potential to disrupt the multi-billion-dollar meat industry.





And consumers love them! Variety is what's needed to make the transition simple and intuitive. Food is at the mainstay of survival, but it's also something people love to enjoy. Sharing images of food and recipes has become commonplace across social media. The pandemic brought this to another level. Stuck at home meant food was often the highlight of the day or week, and it gave consumers the time to reflect on their choices and make an effort to start a cleaner eating routine.

Humans love choice and the more plant-based foods available to them, the more likely they'll become a regular on the dinner plate.

Predicting the speed of disruption is hard, but it's already begun. Restaurants, meal-delivery kits, schools and government officials are all taking an interest in delivering plant-based foods to the masses. Wholesalers, retailers, and consumer goods companies are carving out a foothold by acquisition of promising start-ups or buying up exclusive distribution rights.

**By 2050, AT Kearney forecasts that conventional meat will only account for 40% of the meat market, cultured meat will comprise 35% and vegan meat replacements will represent the other 25%.**





Cultured or cell-based meat is another sustainable alternative to traditional meat. It is created from the stem-cells of an animal, which means the animal doesn't actually have to be used in the process, only its cells. Through exponential cell growth in bioreactors, the result aims to be a perfectly refined piece of real meat, identical in composition to conventionally produced meat. This meat is high in protein and essential amino acids, but entirely free of any genetic modification. However, there are no commercially available products obtainable yet.

It's not just meat alternatives getting all the attention. Several companies are also looking to produce substitutes for seafood, leather, silk, egg whites, milk, and gelatin. Due to their inherent structures not being as complex as meat, these products might hit the market even earlier than cultured meat.

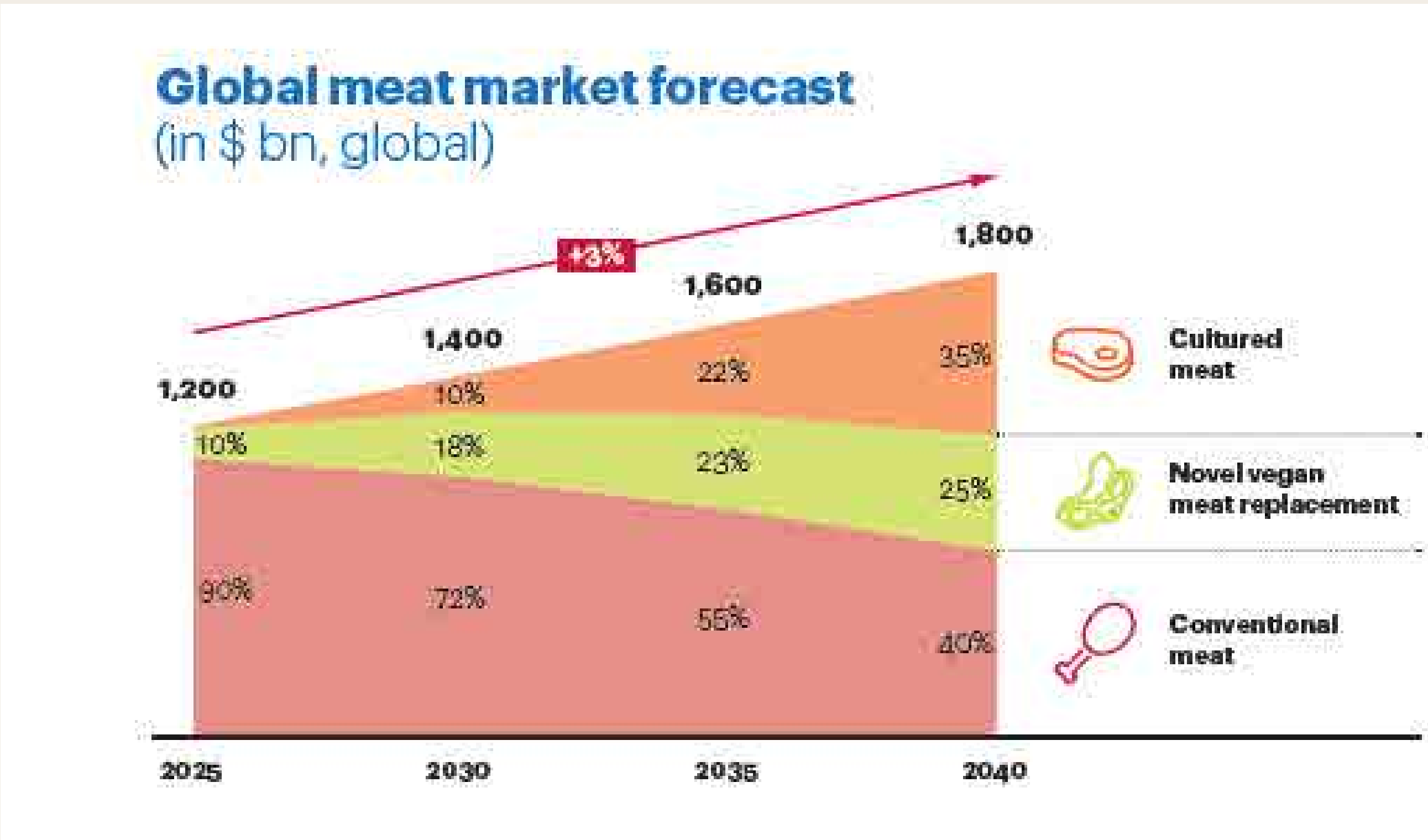
Edison<sup>[5]</sup> reports that plant-based products should dominate the meat alternatives space over the next five years, where innovation is creating a credible consumer proposition.

It is believed that one of the main reasons for the success of vegan alternatives to meat has been its reception from meat-eaters. Products can now mimic the sensory profile of conventional meat, where tastes and textures offer a meat-like experience.





# Global Meat Market Forecast (US\$ billions)



[1] AT Kearney 2019 - <https://www. Kearney.com/consumer-retail/article/?/a/when-consumers-go-vegan-how-much-meat-will-be-left-on-the-table-for-agribusiness->  
[2] Plant Based Foods Association 2020, <https://plantbasedfoods.org/2020-report/>  
[3] National Research Council Canada March 2019, [https://nrc.canada.ca/sites/default/files/2019-10/Plant\\_protein\\_industry\\_market\\_analysis\\_summary.pdf](https://nrc.canada.ca/sites/default/files/2019-10/Plant_protein_industry_market_analysis_summary.pdf)  
[4] UnivDatos Market Insights May 2020, <https://univdatosmarketinsights.medium.com/plant-based-food-market-global-industry-analysis-size-share-growth-trends-and-forecast-2a0c4dd7867>  
[5] Edison Group Oct 2020 - <https://www.edisongroup.com/wp-content/uploads/2020/10/Edison-Plant-based-report-v6-1.pdf>





**Plant-based foods are well on their way to becoming widely accepted. Some major global plant-based food companies include Tofurky, Quorn Foods, Amy's Kitchen, Cauldron Foods, and Morning Star Farms. These players consistently aim to focus on product development, new product launches, and enhance their existing portfolios to expand their customer base and strengthen their market brand and position through partnerships and collaborations which further offers them growth opportunities for geographic expansion.**

However, these companies are part of larger organisations and are currently unlisted. Nevertheless, there are some smaller listed plant-based food companies emerging. And to appreciate the excitement building around the sector you only need to look at the share prices of these companies in the past 12 months<sup>[6]</sup> including: Else Nutrition (+487%), Burcon NutraScience (+232%), Tattooed Chef (+138%), and Sweet Earth Foods (+100%).

Edison Group highlights the growing number of investment opportunities in plant-based meat alternatives. The debut of Beyond Meat (**NASDAQ:BYND**) on the **NASDAQ** stock exchange in 2019 represented the first public investment opportunity in plant-based meat. There have been some new entrants subsequently and more recently, these have included The Very Good Food Company (up 421% since June IPO), Modern Meat (up 238% since June IPO), and Eat Beyond (up 558% since Nov 2020 IPO).

While these are only a selection of vegan and plant-based meat alternative companies, the strong share price performances indicate the current interest in this food sector.

<sup>[6]</sup> Share prices dated 22 Jan 2021

# Investment Opportunities



# Overview of Plant&Co. Brands

**Plant&Co.Brands** is an up-and-coming Canadian health and wellness company. It's focused on developing a portfolio of plant-based food brands. The company has recently acquired Holy Crap breakfast cereal and YamChops, a specialist plant-based butcher. The company intends to continue growing its portfolio through strategic partnerships and further acquisitions. It has the benefit of an existing 17+ partner, retailer, wholesaler and distribution network, which it can utilize to grow and expand its market in Canada and the US.

**Plant&Co. Brands (CSE: VEGN, Frankfurt: VGP, OTCPK: VGANF)** is a junior Canadian health and wellness company focused on acquiring popular plant-based food brands. It is building a portfolio of plant-based foods that currently, Holy Crap breakfast cereal, and YamChops which specializes in plant-based meats and other vegan style food products. That's over 52 plant-based SKUs derived in under 60 days

## Exponential Potential

**Plant&Co. is bringing many popular brands under the one roof to strengthen its reputation and brand in the marketplace.**





# Overview of Plant&Co. Brands

By making strategic acquisitions of plant-based food companies that already have a loyal following it can exponentially grow its product offering and reputation simultaneously. This will allow it to achieve significant revenue growth while getting recognition as a main player in the sector.

Its unique strategy is to take advantage of its existing distribution networks and B2B relationships. This gives it a competitive edge as it already has the distribution networks established for large and bulk ordering of plant-based products, with nation-wide distributors and key retail locations. These include, and are not limited to, United Natural Foods Inc (UNFI) - the largest national natural food distributor in Canada, Whole Foods, London Drugs, Save on Foods, Organic Garage, Nature's Emporium, Choices Markets, The Big Carrot, Natural Foods Ambrosia, Natures Fare Markets and Grande Cheese, and many many more!

This will allow it to grow with ease in expanding the more than 48-proprietary plant-based offerings of YamChops and its Holy Crap breakfast cereal to new and emerging markets in Canada and the US, in addition to benefiting its two retail stores in Toronto. YamChops currently has B2B distribution to Sobey's London, Pusateri's, and Nature's Emporium.

**Plant&Co.** will soon be entering the lucrative and vast US market, with a presence that includes bricks-and-mortar stores. It's launching its first US-based physical storefront in Miami, followed by a store in California. YamChops is a plant-based butcher shop based in Toronto, Ontario. It's a beautifully curated shop located in the heart of Toronto's food district. Most exciting of all is its foray into franchising its YamChops vegan butcher business. This could be a complete game changer for the company and a lifeline for budding entrepreneurs looking to make a difference in the clean eating space.



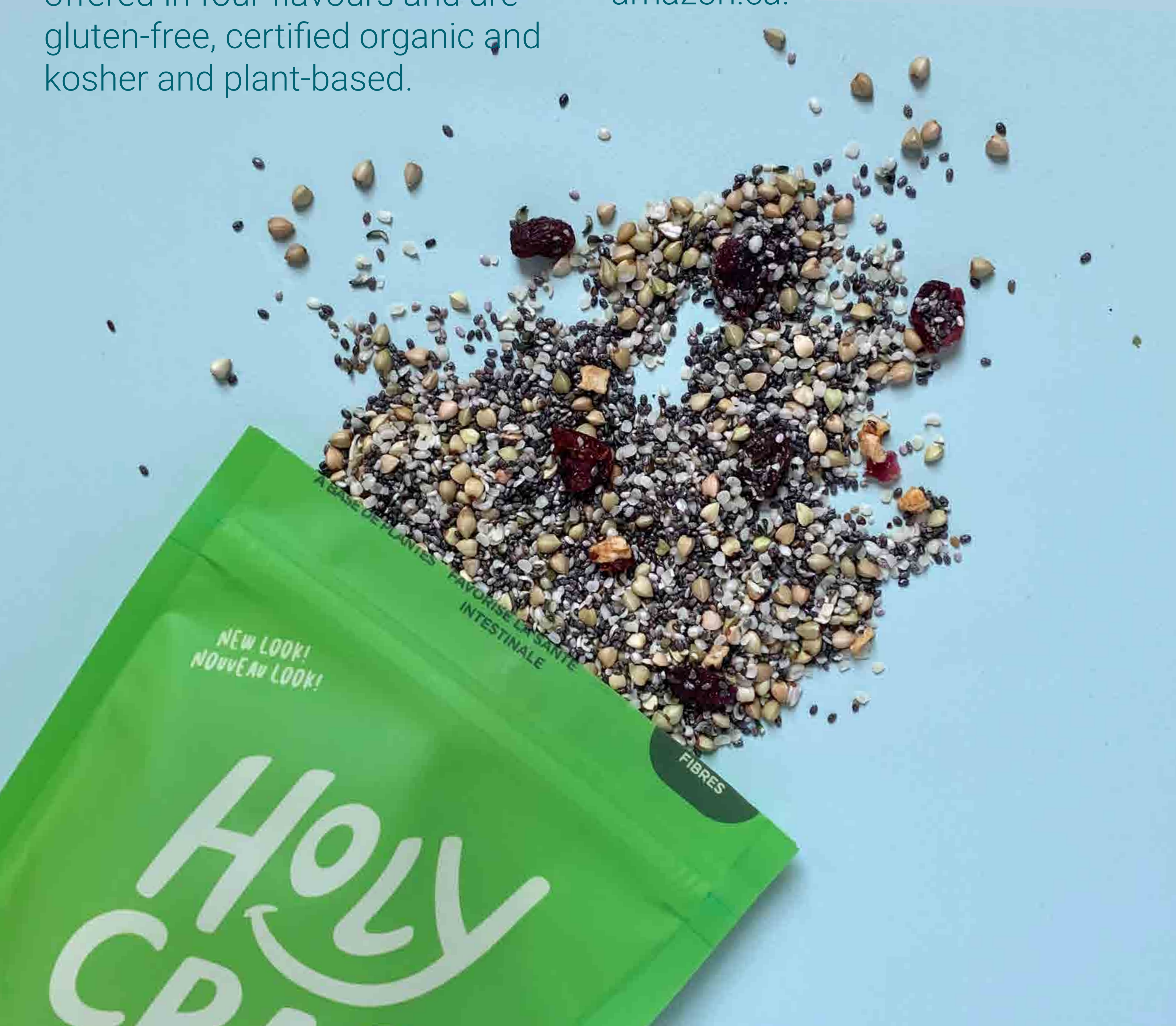
# HOLY CRAP<sup>TM/MC</sup>

**At the turn of the year, Plant&Co acquired Holy Crap Foods Inc. following an amalgamation agreement of Holy Crap Brands.**

**Holy Crap cereals** are currently offered in four flavours and are gluten-free, certified organic and kosher and plant-based.

## Breakfast Cereal

**The Holy Crap products** are manufactured in Gibsons, British Columbia, and are available for sale in many well-known Canadian retailers such as Whole Foods, Save-On-Foods and London Drugs, as well as online through its website and on amazon.ca.





**The Holy Crap breakfast cereal** has a cult following and was established over ten years ago. Its popularity was propelled after featuring on Dragon’s Den Canada.

**Plant&Co** has since rebranded it with new packaging, is launching new flavours, and has expanded the distribution with industry partners. It has expanded its team and built infrastructure to expand sales and incorporate new R&D







# YamChops Plant-Based Meats

Not long after the **Holy Crap** acquisition, **Plant&Co** acquired YamChops, Canada's famous and first plant-based butcher shop. The acquisition cost C\$800k in cash and C\$200k in shares of **Plant&Co**.

**YamChops** specializes in the preparation, distribution, and retail sales of over 48 proprietary plant-based meats, chicken, pork, fish, and various other vegan food products in both a business-to-business (B2B) and business-to-consumer (B2C) revenue model. The YamChops butcher shop has been operating for over 10 years from the heart of Toronto's food district. It also has a successful online business and enjoys popular demand on four food delivery platforms in Canada.

**YamChops** offers high-quality plant-based food products that appeal to all types of eaters: vegans, vegetarians, flexitarians

and those who are simply choosing to reduce their meat, fish and dairy consumption.

The **YamChops** plant-based butcher shop is set up like any neighbourhood butcher shop. Customers can find a butcher counter with a glass case full of vegetarian and vegan delicacies on display.





**YamChops** also offers foods beyond the plant-based butcher block including salad dressings and sauces that compliment its main attractions. Mango Tamarind Chutney and Mushroom Miso Gravy are customer favourites.

**Plant&Co.** is expected to make further acquisitions in the plant-based food sector as well as forging partnerships with other groups that produce vegan products. One such partnership being developed is with Grande

Cheese. Marco Contardi is a director of **Plant&Co.** and is the owner of Grande Cheese Retail. The two companies have a lot in common and potential collaborations could be possible.

The company is also in partnership with the University of Manitoba's Faculty of Agricultural and Food Services and has developed hemp-based meat alternatives which combine proprietary Omega-3 super proteins with superior flavour.





**Plant&Co** is beginning an intrepid expansion throughout North America by franchising its **YamChops**, Grown Not Raised, vegan butcher stores.

Company CEO, Shawn Moniz, is thrilled at the prospect:

“We strongly believe a YamChops franchise system that is operated by an experienced entrepreneur or restaurant operator is poised for growth and market leadership due to our first-mover advantage in the emerging plant-based protein or vegan butcher markets,”

This is a hugely innovative and timely venture, sure to send brand recognition and profits soaring. The economy shift, created by the Covid-19 pandemic, is sending consumers towards healthy eating in droves. And it's also creating a 'nothing to lose' attitude, encouraging an entrepreneurial mindset.

The **YamChops** franchising model is poised to profit from both trends as go-getting restaurateurs seek a new venture with health and wellness in mind.

When **Plant&Co** made its **YamChops** acquisition, it came with everything required to set up and run a successful franchising operation.

**YamChops** franchises will include the following:

- & Architectural/construction renderings with leading design firm
- & Systems manuals and training programs
- & Proprietary plant-based food products and recipes
- & Strategic retail sales strategy



# Franchising



While consumers have been ready to embrace a cleaner way of eating for some time, the major barrier to doing so was the lack of ingredient choice available. Cooking from scratch can be time-consuming, but it's not a chore when a delicious, healthy and nutritious meal can be produced from your efforts. Thanks to **Plant&Co** and the world's ever-expanding library of plant-based recipes, this is now easier than ever.

**Plant&Co's Holy Crap** cereal is used to complement delicious recipes, as well as a quick and healthy breakfast cereal to go. While the growing range of **YamChops** offerings can adapt to many traditional and contemporary recipes, from light-bites to full-blown vegan

The company is also keen to steer the company onwards by boosting brand recognition using social media. Following a proven and time-sensitive route to virality using the exponential power of social media influencers on platforms such as Instagram and TikTok will help **Plant&Co** get the word out. The alluring appeal of food sharing hasn't dampened down any in recent years, so places like Pinterest are a prime location for the allure of plant-based food images perfect for sharing and pinning to curate the dream life.

Increasing evidence shows that following a plant-based diet can give us the confidence and energy to live life to the full.





# Recent Financing

In December 2020, **Plant&Co. Brands** completed a non-brokered private placement raising gross proceeds of **C\$4.2 million** through the issuance of **21.0 million** Units at **C\$0.20** per Unit. Each Unit consists of one common share and one transferable common share purchase warrant with each Warrant exercisable at a price of **C\$0.25** per share for two years from the date of closing

The Company intends to use the net proceeds from the private placement for merger and acquisition activities and opportunities in the plant-based food market and general working capital. These funds are expected to finance the business for the next two years or more and any future capital raise is likely to be for a specific future acquisition.





# Shareholder Base & Share Structure

Plant&Co Brands is owned 4% by institutional investors, 58% by retail investors and the management, family and friends and insiders own 38% of the shares. The share structure as at 14/01/21 is shown in the table below.

|                      |       |
|----------------------|-------|
| Share Issued         | 47.3m |
| Warrants             | 21.0m |
| Options              | 3.8m  |
| Fully Diluted Shares | 3.8m  |

The company’s shares are traded in Canada on the CSE under the symbol **VEGN**, in the US on the OTC under the symbol VGANF and in Germany on the Frankfurt Stock Exchange under the symbol VGP. The company is currently seeking a **NASDAQ** listing.





# Publicly listing in New York

Barely a week goes by without more exciting news from this go-getting company. **Plant&Co** has now submitted an application to have its common shares listed for trading on the **OTCQB**. This is a US trading platform operated by the OTC Markets Group in New York.



**Shawn Moniz, CEO of Plant&Co, said:**

**“The listing on the OTCQB complements our Canadian Securities Exchange listing and will allow U.S. based institutional and retail investors to invest in our Company and take an active part in the emerging plant-based food sector. Furthermore, it will promote our delicious plant-based foods brands YamChops, the vegan butcher, and Holy Crap breakfast cereals to a huge marketplace. We look forward to an exciting 2021.”**

Also, this month, Plant&Co joined the Plant-Based Foods of Canada. This is an organisation, which launched in 2018, with the goal to raise Canadians’ awareness of plant-based foods. The growing association currently has 28 member companies and actively advocates for plant-based foods in Canada.





# Important Notice & Disclaimer

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