



CSE: GOAT OTCQB: BGTF FRA: 26B

NEWS RELEASE

Billy Goat Brands' Portfolio Company Sophie's Kitchen Featured in an Interview on FoodNavigator-USA.Com

The Company's Primary Goal for Sophie's Kitchen is to Optimize its Enterprise Value as a Leading Constituent of the Ocean Economy

Vancouver, British Columbia – April 28, 2022 / Globe Newswire / – Billy Goat Brands Ltd. (“GOAT” or the “Company”) (CSE: GOAT) (OTCQB: BGTF) (FRA: 26B), a venture capital platform focused on investing in high-potential companies operating in the ocean economy, is pleased to announce that its portfolio company, Sophie's Kitchen Inc. (“**Sophie's Kitchen**” or the “**Portfolio Company**”), was recently highlighted in an interview (the “**Article**”) on FoodNavigator-USA.com entitled, “Sophie's Kitchen bolsters position in plant-based seafood category: ‘There's going to be a big shift for us this year’”. Its new products are expected to help lead the Portfolio Company to new heights with the support of its significant distributor relationship with Southwind Foods, LLC (“**Southwind**”).

The Article discussed the high level of demand for plant-based food and how Miles Woodruff, CEO of Sophie's Kitchen, believes that the Portfolio Company will become a staple in the plant-based food market. Southwind's master distribution arrangement with Sophie's Kitchen is expected to have a large impact on increasing consumer awareness of the Sophie's Kitchen brand.¹ GOAT's primary goal for the Portfolio Company is to optimize its enterprise value as a leading constituent of the ocean economy. Creating a increasing number of plant-based seafood products and the ability to distribute those products around the world is what motivates both companies to continue developing innovative solutions.

The Article can be viewed by navigating to the following URL: <https://www.foodnavigator-usa.com/Article/2022/03/18/Sophie-s-Kitchen-bolsters-position-in-plant-based-seafood-category-There-s-going-to-be-a-big-shift-for-us-this-year#>.

Management Commentary

“Sophie’s Kitchen continues to advance the industry with its innovative plant-based seafood options. We are committed to supporting its growth and development as a leader in the plant-based sector. Once again, GOAT’s Portfolio Company continues to exhibit savviness and creativity, which is only enhanced by its strong relationship with Southwind. I’m pleased that Miles and his team at Sophie’s Kitchen are continuing to revolutionize the industry by bringing interesting products to market for the benefit of health-conscious consumers,” added Tony Harris, Chairman and Chief Executive Officer of GOAT.

ABOUT SOPHIE’S KITCHEN

Since 2010, Sophie’s Kitchen has been a disruptive innovator and high-growth leader in the plant-based food industry, creating seafood alternatives that enable people to eat plant-based without giving up the flavors and textures they love. The brand is free of preservatives, gluten-free, soy-free, non-GMO, vegan and offers a product portfolio full of great tasting and clean, guilt-free alternatives. Sophie’s Kitchen was named one of PETA’s top 10 plant-based seafood brands in 2021. To date, Sophie’s Kitchen’s partnership with Team Seas has removed more than six tons of garbage from the oceans. Sophie’s Kitchen is passionate about making a measurable, positive impact on our planet and its inhabitants. The company is profoundly committed to replacing animal-based meat consumption with healthier and more sustainable plant-based proteins for people everywhere. For more information, please visit sophieskitchen.com and join in the mission for change by following @sophieskitchenfoods on Instagram, Facebook, and LinkedIn.

ABOUT BILLY GOAT BRANDS

Billy Goat Brands is a venture capital platform focused on investing in high-potential companies operating in the ocean economy. It intends to accomplish these goals through the identification of and investment in the securities of private businesses that are involved in the food and beverage industry, with a focus on: (i) plant-based protein, (ii) functional foods, (iii) food technology, and (iv) sustainable packaging technologies. The Company plans to generate returns on its investments through various outcomes, including but not limited to go-public transactions, mergers or acquisitions, and the other liquidity events of its investee companies or projects. The paramount goal of Billy Goat Brands will be to generate maximum returns from its investments in a manner consistent with its environmental, social and governance values.

For more information about the Company, please visit <https://billygoatbrands.com/>. Its final prospectus, financial statements and management's discussion and analysis, among other documents, are all available on the Company’s profile page on SEDAR at www.sedar.com.

The CSE has neither approved nor disapproved the contents of this news release. Neither the CSE nor its Market Regulator (as that term is defined in the policies of the CSE) accepts responsibility for the adequacy or accuracy of this release.

On behalf of:

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CAUTIONARY STATEMENT REGARDING “FORWARD-LOOKING” INFORMATION

This news release contains certain forward-looking statements within the meaning of such statements under applicable securities law. Forward-looking statements are frequently characterized by words such as "anticipates", "plan", "continue", "expect", "project", "intend", "believe", "anticipate", "estimate", "may", "will", "potential", "proposed", "positioned" and other similar words, or statements that certain events or conditions "may" or "will" occur. The Company has provided the forward-looking statements in reliance on assumptions that it believes are reasonable at this time. All such forward-looking statements involve substantial known and unknown risks and uncertainties (including those risk factors identified in the Company's prospectus dated September 8, 2021), certain of which are beyond the Company's control. Such risks and uncertainties include, without limitation, delays resulting from or inability to obtain required regulatory approval. The reader is cautioned that the assumptions used in the preparation of the forward-looking statements may prove to be incorrect and the actual results, performance or achievements could differ materially from those expressed in, or implied by, these forward-looking statements. Accordingly, no assurances can be given that any of the events anticipated by the forward-looking statements will transpire or occur, or if any of them do, what benefits, including the amount of proceeds, the Company will derive therefrom. Readers are cautioned that the foregoing list of factors is not exhaustive. The Company is under no obligation, and expressly disclaims any intention or obligation, to update or revise any forward-looking statements, whether because of new information, future events or otherwise, except as expressly required by applicable law.

Endnotes

1. "Sophie's Kitchen bolsters position in plant-based seafood category: 'There's going to be a big shift for us this year'", Mary Ellen Shoup, *FoodNavigator USA*, March 22 2022, <https://www.foodnavigator-usa.com/Article/2022/03/18/Sophie-s-Kitchen-bolsters-position-in-plant-based-seafood-category-There-s-going-to-be-a-big-shift-for-us-this-year#>

SOURCE: Billy Goat Brands Ltd.