

Boosh Launches AMUSE BOOSH Appetizer Line

Vancouver, British Columbia--(Newsfile Corp. - January 20, 2022) - **Boosh Plant-Based Brands Inc.** (CSE: VEGI) (OTCQB: VGGIF) (FSE: 77I) ("**Boosh**" or the "**Company**") is proud to announce the launch of their appetizer line "Amuse Boosh".

Inspired by the French term Amuse-bouche, which refers to a small appetizer and literally translated means "mouth amuser" it is a perfect way to spotlight our recently acquired brands Saltspring Harvest Végé-pâté and Dips, and Pulse Kitchen Plant Based Cheese under one fun, vibrant Boosh Brand.

Boosh's new addition in Amuse Boosh line will include Almond feta with Oregano and Olives, as well as a Merlot and Peppercorn Pate. The new line compliments our original flavours consumers have come to love from Pulse Kitchen and Saltspring Harvest.



Amuse Boosh - Veggie Patê and Cheddar

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https://orders.newsfilecorp.com/files/7944/110949_booshfigure1.jpg

"This product launch is super exciting for me personally since I've been heavily invested in its creation for over a year," states founder and president, Connie Marples. "There is nothing I love more when I get together with friends or family than an assortment of good cheese, pâté and dips to nosh over. This line is super versatile - the pâté is amazing in a sandwich and if you add water to the cashew cheese and heat it up it is the most delicious creamy sauce for pasta, veg or chips. Truly one of the most delicious dips I've ever tried."

"Boosh's long-term growth trajectory is centered around providing differentiating products in the plant-based sector. This is another prime example of how we provide unique, tasty, products that the whole family can enjoy," states Jim Pakulis, CEO of Boosh.

The Amuse Boosh Line will be produced in our newly retrofitted facility in Penticton B.C. under the direction of Stephanos Liapis (former owner of Pulse Kitchen) who is taking the role of Amuse Boosh Production Manager. Recent upgrades to kitchen equipment and packaging systems include a new mixer, oven, depositor, packaging machinery and additional refrigeration. This will allow for increased production capacity to meet expected demands from Canada sales and export to the US.

On behalf of the Board of Directors

Jim Pakulis
Chief Executive Officer

Telephone: (833) 882-6674

www.Booshfood.com

About Boosh Plant-Based Brands Inc.:

Boosh Plant-Based Brands Inc., through its wholly owned subsidiary, Boosh Food (www.booshfood.com), offers high quality, non-GMO, gluten free, 100% plant-based nutritional comfort foods for the whole family. We currently offer 24 plant-based SKU's ranging from frozen meals, to refrigerated entrees to shelf stable Mac & Cheezes, and are sold throughout Canada. 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.

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