



September 26, 2022

CSE: VEGI
OTCQB: VGGIF
Frankfurt: 77i

Boosh Arranges Consulting Agreement with Strategic Advisor

Vancouver, BC, September 26, 2022 – Boosh Plant-Based Brands Inc. (“Boosh” or the “Company”) (CSE: VEGI; OTCQB: VGGIF; Frankfurt: 77i) a premier plant-based brand in the “better for you” food sector, is pleased to announce that it has entered into a consulting agreement with Countryman Investments Limited, represented by Dave Richardson as a strategic advisor, pursuant to which the Company will issue 3,500,000 share purchase warrants (each a “Warrant”) as compensation. Each Warrant will be exercisable to acquire one Common Share at a price of \$0.07 per Common Share for a period of three years from issuance. The Warrants and the Common Shares issuable upon conversion of the Warrants will be subject to a statutory hold period expiring on the date that is four months and one day after issuance.

Mr. Richardson has been a special advisor to Boosh since Sept 2021 and in this role has assisted Boosh's management team with overall business development and introductions to key contacts. His experience in the food sector goes back many decades when he first established the Food and New Products division of his family's firm, James Richardson & Sons, Limited. He continues his involvement in the food products sector by supporting entrepreneurs and growing private and public companies investing in the development of novel technologies and products that can make a positive global impact.

Mr. Richardson is an experienced inventor, seasoned executive, entrepreneur, investor, philanthropist, and founder of multiple innovative green technology companies. Throughout his career, he has served on numerous public and private boards, with both national and international scopes of interest. Mr. Richardson is a proponent and defender of sustainability and the environment and serves as an Advisory Board member to several companies aligned with those values.

Mr. Richardson states “I am very happy to be working with Connie and the Boosh team. I believe in the company's direction and feel my experience, industry connections and skill set can contribute to accelerating growth opportunities in the future. Connie and her team have successfully navigated the acquisition of Beanfields, Inc. and continue to work on optimizing operations. She is continuing to pursue the creation and development of new products and I'm excited to see what comes next.”

The Company clarifies that the conversion price on the debentures, as announced on September 16, 2022, is \$0.07, the closing price on that date, not \$0.075.

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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. Through a separate subsidiary, Beautiful Beanfields, the Company owns Beanfields, a plant-based chips brand sold in over 7,000 stores throughout North America. 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 expectations concerning the size of the Financing, its ability to close the Financing in whole or in part or at all and its plan for the proceeds of the Financing. 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.