

August 15th, 2024

CSE: VEGI
OTC : VGGIF
Frankfurt: 77i



Corporate Update: Boosh and Simple Yummy Chips Begin Beautiful Beanfields Product Run

August 15th – Vancouver, B.C., 2024 Boosh Plant-Based Brands Inc. (“Boosh” or the “Company”) (CSE: VEGI; OTC: VGGIF; Frankfurt: 77i) a premier plant-based brand in the health food sector, announces that the Company has entered into a non-binding Letter of Intent to divest the Beautiful Beanfields brand to Simple Yummy Chips. As the terms are negotiated, both companies will continue to work in good-faith to maximize the value of the brand.

President & CEO Robert Hall states, *“I am pleased to announce the commencement of production of Beautiful Beanfields chips. This is an important step for both Boosh and Simple Yummy Chips to provide our high quality product and brand to the North American consumer. The Simple Yummy Chips team have been extremely helpful with re-engaging with Beanfield’s supply chain as they have a strong, long-standing business relationship with them. Consumers can contact both Boosh and Simple Yummy Chips if they would like to enjoy the product once again. We will revisit the overseas markets as announced previously, once our North American supplies have been replenished.”*

The Company will continue working with all of the creditors to resolve outstanding debts.

Robert Hall President & CEO info@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.

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.

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