



FunGuys Beverages

Overview

FunGuys is the leading distributor of organic Chaga and Lions Mane mushroom infused cold brew coffee under the KOLD brand. Headquartered in British Columbia, Canada, providing a sustainable coffee ritual for its consumers.

The KOLD brand is an enhanced cold brew that is crafted using 100% High Altitude Colombian Arabica Beans. The coffee is then infused with organic Chaga and Lion's Mane mushrooms. Slow roasted chicory is added to promote digestive health. The coffee is then infused with organic Chaga and Lion's Mane mushrooms. Resulting in a smooth flavor profile with notes of chocolate and sweet fruits.

Company Highlights

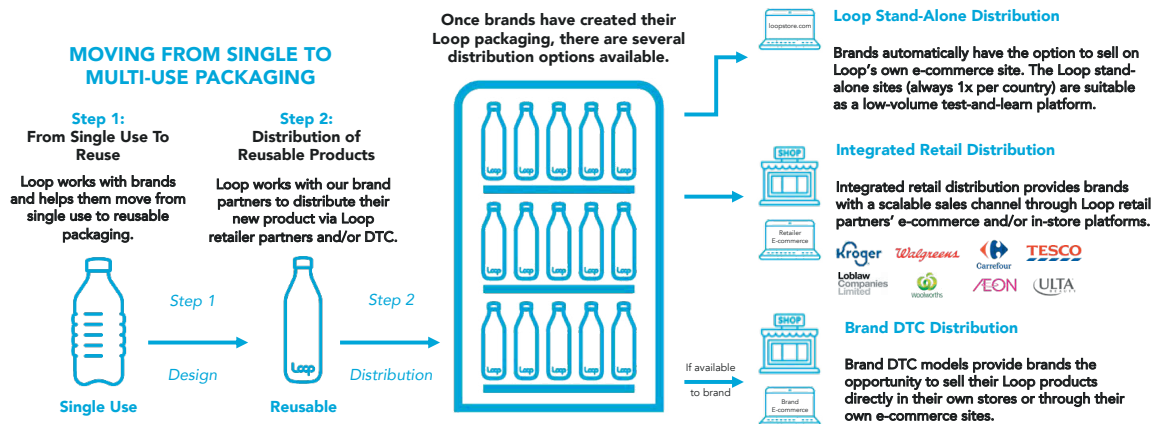
- ✓ Entering the North American market with a sophisticated e-commerce store with 3PL fulfillment
- ✓ Seeks to create the most sustainable coffee ritual for its consumers whilst supporting repeat use and consumption
- ✓ Each serving of KOLD is infused with Chaga and Lions Mane mushroom extract, both citing physical health and cognitive benefits
- ✓ Strategic partnership with TerraCycle's LOOP to provide ESG packaging and distribution
- ✓ KOLD planned for a Q3 2021 NA launch



Have fun crafting the finest functional beverages that nourish and amplify the human experience.

ESG Packaging & Distribution

Powered by Terracycle / Loop



Sustainability Highlights

- KOLD is packaged in reusable glass bottles through a partnership with the LOOP consortium
- TerraCycle's LOOP has support from major American, Canadian, and European grocery retailers and packaged goods brands

To create a new way to shop for all your favourite products without the waste.

Investment Highlights

100% Ownership of FunGuys

US\$ 1.5B The Cold-Brew Coffee market is projected to grow from US\$ 511 million in 2020 to US\$ 1.5 billion by 2026 at a CAGR of 19.3%

~\$34B The functional mushroom market is projected to reach ~\$34B US by 2040 at a CAGR of ~8.0%



Contact

Billy Goat Brands
Suite 2200, 885 W Georgia Street
Vancouver BC V6C 1H2
info@billygoatbrands.com
billygoatbrands.com

- [instagram.com/billygoatbrands/](https://www.instagram.com/billygoatbrands/)
- @BillyGoatBrands
- www.linkedin.com/company/billy-goat-brands