



The Vegetarian Butcher

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www.vegetarianbutcher.ca



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Overview

The Vegetarian Butcher is a small footprint bricks and mortar plant-based protein retail grocer concept, with two operating locations in Kelowna and Vancouver, British Columbia. The Vegetarian Butcher aims to provide meat alternatives not only for vegetarians and vegans but for those health-conscious consumers.

The Vegetarian Butcher was born through the cancer diagnosis of the founder's wife, who was cautioned by her doctors that her tumor was reacting negatively to meats, particularly charred red meat.

To provide knowledgeable and passionate staff in a one stop shop for quality vegetarian and plant-based food & proteins

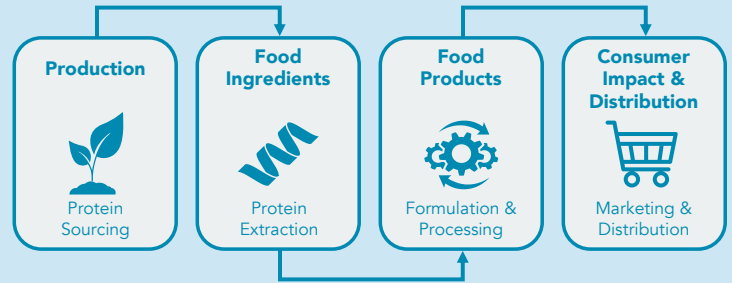
Company Highlights

- ✓ Launch of an online platform, and the development of a robust e-commerce business to include mail order and delivery
- ✓ Development of its own line of packaged products based on sales-data collection and analysis
- ✓ Projected to increase retail footprint by opening five locations by the end of 2021 in Langley, White Rock, and North Vancouver amongst other locations in British Columbia
- ✓ Growth projections to include 36 locations over the next three years, through nationwide expansion
- ✓ The core product offerings fall into two categories house-made deli items and branded third-party and white-label consumer packaged goods
- ✓ Operating with approximately 500 SKUs over the following categories: Fresh and frozen packaged foods, dry and canned goods, and fresh foods that are prepared daily in-house

Sustainability Highlights

- Accelerated demand for plant-based protein as consumers become more conscious of the environment and animal welfare
- The COVID-19 Pandemic has increased the demand for plant-based eating, allowing consumers to be more conscious about consumption and their well-being
- Consumers are striving toward a higher purpose through conscious consumption in how they eat and live while creating a larger impact through offsetting their carbon footprint in how they eat

Key Areas of Innovation



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

Investment Highlights

~12.4%

Stake in The Vegetarian Butcher



The Vegetarian Butcher's retail stores are cash flow positive within the first quarter of operations



Capital from the recent private placement to fund expansion and prepare the company for its initial public offering

BRICKS & MORTAR

» Vancouver (\$500k/year)

» Langley (\$400k/year) planned for Q1 2021

» Kelowna (\$400k/year)

» Kamloops (\$400k/year) planned for Q2 2021

* CapEx is approximately \$100k per store



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