



**Jim Woods
Special Report**

**BETTER LIVING,
— AND —
BETTER PROFITS,
THROUGH
EATING
WELL**

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Better Living, and Better Profits, Through Eating Well
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Better Living, and Better Profits, Through Eating Well

“Eating is not merely a material pleasure. Eating well gives a spectacular joy to life and contributes immensely to goodwill and happy companionship. It is of great importance to the morale.”

--Elsa Schiaparelli

The Italian fashion designer always had a flair for the dramatic, not just in her brilliant designs but also in her use of language. So when I came across her quote here on the subject of something we all do every day, i.e. eating, well, I knew I had to lead this important report off with its wisdom.

You see, when it comes to eating, and particularly eating well, it’s all about experiencing the joy of life. And when you get right down to the core of existence, joy is what you want your life to reflect—so why not reflect it with every morsel of food you ingest?

Of course, joy through food can come in many different forms. For some, it’s all about the cuisine that largely sustained our hunter/gatherer ancestors, and that would be the flesh of large ruminant animals that roamed the plains of our past.

For others, that joy can come in the form of a meatless feast devoid of any animal products, and one that puts us in more direct contact with the solar energy trapped in plant cells.

It is the latter, plant-based joy that is the subject today, and in particular a company whose *raison d’être* is to provide plant-based food to the public that is of the utmost quality, nutritional value and flavor.

In fact, this company’s prime directive is, “How do we feed our families while honoring time-valued health and wellness traditions?”

That company is plant-based foods maker **Eat Well Investment Group (EWG:CN/EWGFF:US)**.

Eat Well is one of the leaders in the burgeoning plant-based food movement, but more importantly, it represents an opportunity for investors to get in on this game-changing trend at a very attractive share price.

Before we get into the investment angle, let's take a closer look at Eat Well and the broader opportunity landscape of the plant-based food revolution.

Embracing the Plant and Its Massive Market Potential

Back in the mid-1970s, my mother used to eat what was called “vege burgers.” I remember they smelled bad, didn't look much like “real” burgers, and tasted like cardboard with some salt and oil dabbed on.

Well, this isn't the 1970s. In fact, over the past several decades, and particularly over the past several years, food scientists have managed to make “meatless” burgers, chicken, fish, eggs and all sorts of dishes taste as good, if not better, than their animal-based brethren.

That good taste, as well as the environmental, social and moral concerns associated with factory farming and all of its ugly ramifications, has prompted a large and growing segment of society to embrace the plant as a primary food source.

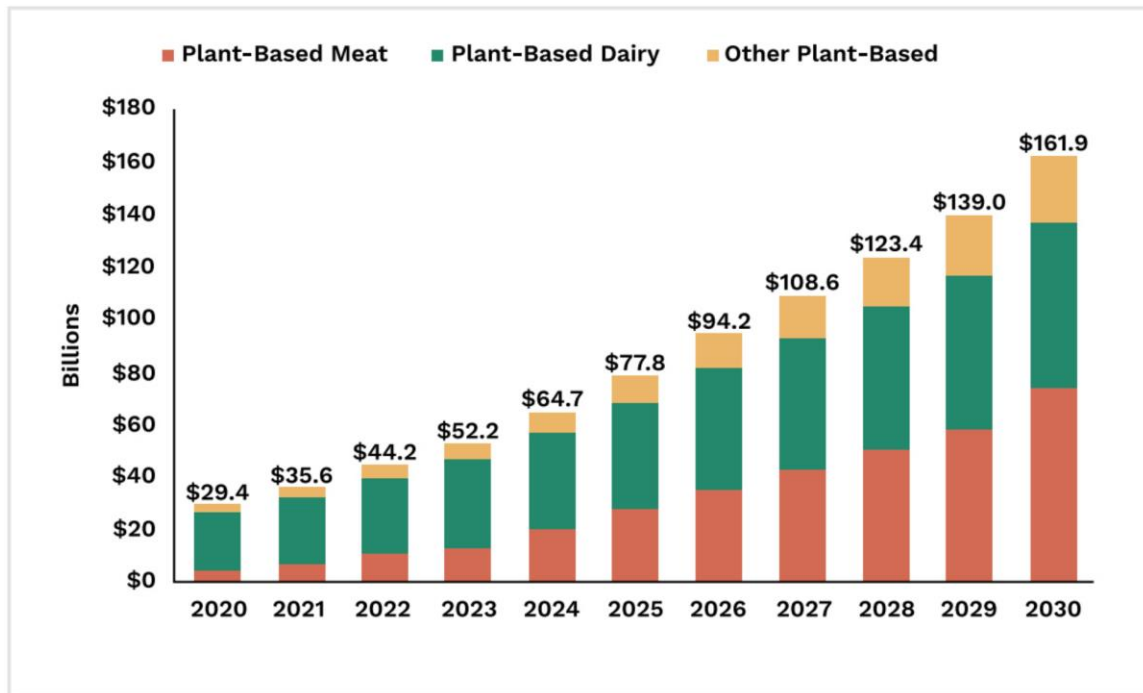
Yet how big is the current market for plant-based foods, and what is that market's projected potential?

Well, according to an August 2021 report from Bloomberg Intelligence, the plant-based foods market is expected to experience explosive growth, comprising up to 7.7% of the global protein market by 2030, with a value of over \$162 billion, up from \$29.4 billion in 2020. The Bloomberg report noted that plant-based alternatives are here to stay – and grow.

The so-called “pulse protein” market (proteins made of pea, chickpea, lentil, bean) is a foundational ingredient to most plant-based foods due to the high protein content and affordable supply of pulse proteins and it will almost certainly continue its strong growth.

What might be a helpful analogy here is that industry analysts view the plant-based food tech market as being reminiscent of the early days of the Internet, where plant-based foods represent a worldwide secular trend of

steady growth and potential that will revolutionize the way society functions and people experience nutrition.



Source: [Eat Well Group](#)

The research also found that plant-based food market is expected to flower at a compound annual growth rate of 11.9% from 2020 to 2027, reaching \$74.2 billion by 2027. Now that is hyper-growth adoption of the sort that can drive an entire industry, and its leading companies, into stratospheric revenues, earnings and share price appreciation.

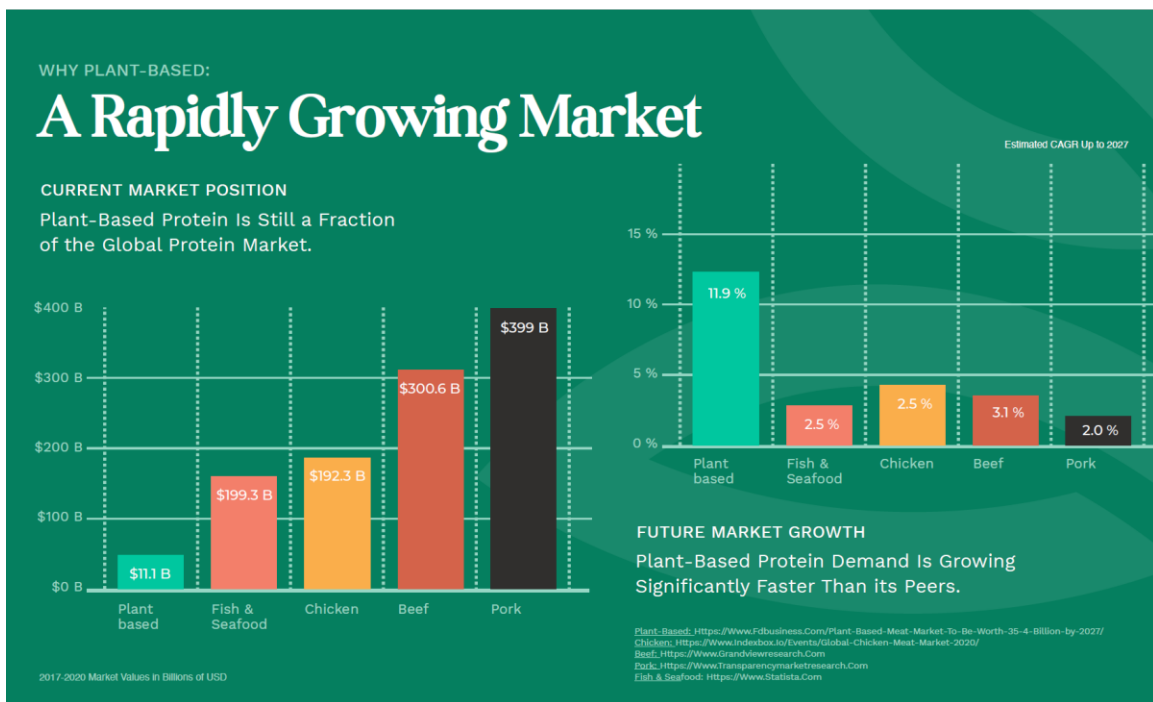
Already, we've seen dollar sales of plant-based foods grow 27% over the past year and 43% over the past two years to reach approximately \$7 billion. To put this growth in perspective, plant-based food sales in 2020 grew two times faster than overall food sales. The plant-based meat market, specifically, is projected to be valued at some \$35.4 billion by 2027, according to Polaris Market Research.

Enter the Eat Well Advantage

Eat Well Group might seem like a relatively new entity. After all, shares just went public on the United States exchange (OTC) and they also trade on the Canadian Stock Exchange. Yet the company is over four decades in the making.

Their history begins with Belle Pulses, one of the largest processors of plant-based ingredients in Canada, with over 40 years of legacy and global growth. The company counts a broad range of customers in over 35 countries, including global strategic food companies and major ingredient distributors.

Belle Pulses also has partnered with industry-leading brands in the plant-based foods sector and has developed proprietary and healthy ingredients to provide to the market. Thanks to an exceptional commitment to quality through the entire farm-to-market food chain, high-grade manufacturing equipment that utilizes proprietary customization for efficient processing, long-standing relationships with market-making customers, and a company culture built from decades of success, Belle Pulses has become a stalwart in the industry.



Source: [Eat Well Group](#)

The company produces nearly 100,000 tons of fully traceable seed/product, yielding over 26,000 tons of pure plant protein. This equates to the contribution of hundreds of millions of plant-based burgers and even more for healthier plant-based chicken, nuggets, and pastas, crackers etc. This also happens to benefit the environment with a savings of over 89,500 tons of

methane from the atmosphere, a leading contributor towards global warming.

The other component of Eat Well is Sapiientia, an industry-leading food tech company focused on producing high-nutrition, great-tasting plant-based foods. Sapiientia's expertise extends to plant-based snack foods, meats, dairy, yogurts, and related foods, both for humans and pets. Sapiientia focus is creating culinary-driven snacks and foods higher in plant-based protein, cleaner ingredient labels.

In July 2021, Eat Well Group acquired 100% of both Belle Pulses and Sapiientia, while also keeping management and operations fully intact.

The Mission Is the Master

Ever since my days in the U.S. Army, I've been big on making sure that any group of individuals engaged in any activity have a defined, written out goal in mind, a mission statement, if you will, that helps direct their actions and guide their decisions.

For Eat Well Group, the mission is the master, and it can be seen via the company's own words. Allow me to quote here from the company's website:

We believe food plays a central role in all human societies and is a key determinant of our overall well-being. Food and agricultural infrastructure are the cornerstones of all cultures, and we want to celebrate and grow Canada's rich heritage and capabilities to feed people on a global scale. Eat Well Group is building a unique ecosystem that can supply these essential cornerstone needs for society. We're plant-based food & nutrition experts specializing in the latest science and original thinking for what consumers want most: quality, highly affordable, sensory experience, health and nutrition, and clean and simple products.

Our companies have track records of success and leverage the best in new food tech for the future. We believe that if we build a successful company that provides brands, product portfolios, and unique and valuable offerings that the general public consumes for the benefit of their health and wellness all while doing good for the planet, then all stakeholders can benefit

including shareholders not wanting to miss out on this global investment trend.

I love it when a company knows who they are, and as you can see by the above mission statement, there is no ambiguity about what Eat Well wants to achieve.

Real World Tasty Results

A great mission focus is key to success, but no matter how nicely crafted the mission statement, what really matters in the real world is not just about what you say you *want* to achieve, it's about what you actually *have* achieved.

Here, Eat Well has clearly served up some tasty fare, especially when you see the company's metrics alongside many of its well-known names in the plant-based food segment.

The graphic here is a comprehensive range of market and financial comparables between Eat Well and the biggest names in the industry. As you can see, the company more than holds its own in the segment. In fact, it's looking might tasty here.

COMPARABLES	REVENUE	METRICS	METRICS	
NAME	ENTERPRISE VALUE	2021	EV / '20 REV	EV / '21 REV
OATLY GROUP	\$9,619,766,250	\$868,212,500	18.3X	
BEYOND MEAT	\$8,587,308,370	\$683,087,500	16.9X	
THE TATTOED CHEF	\$1,696,155,544	\$299,250,000	9.1X	
GURU Organic Energy Drink	\$456,061,571	\$29,470,000	20.6X	
THE VERY GOOD BUTCHER	\$234,479,511	\$11,390,400	50.6X	
BURCON NUTRASCIENCE	\$193,031,526	\$2,800,000	nmf	
ELSE NUTRITION	\$169,655,556	\$10,384,000	113.1X	
AVERAGE	\$3,586,248,852		38.1X	
EAT WELL GROUP	\$165,945,957	\$60,000,000	2.7X	

All share prices as of October 15th, 2021 closing
All figures in CAD

Source: [Eat Well Group](#)

As you can see, on the revenue front Eat Well has been a strong performer, and with the integration of the Belle Pluses and Sapientia—as well as the burgeoning trend in the plant-based market—I expect that revenue number to continue to grow. And just as this report went to print, Eat Well announced it was acquiring a major stake in plant-based baby food maker PataFoods, Inc., which is even more evidence of the company’s likely future revenue gains.

For investors, that revenue growth is going to be a key to making Eat Well shares nutritious enough to jump to the next level.

The Amara Organic Foods Factor

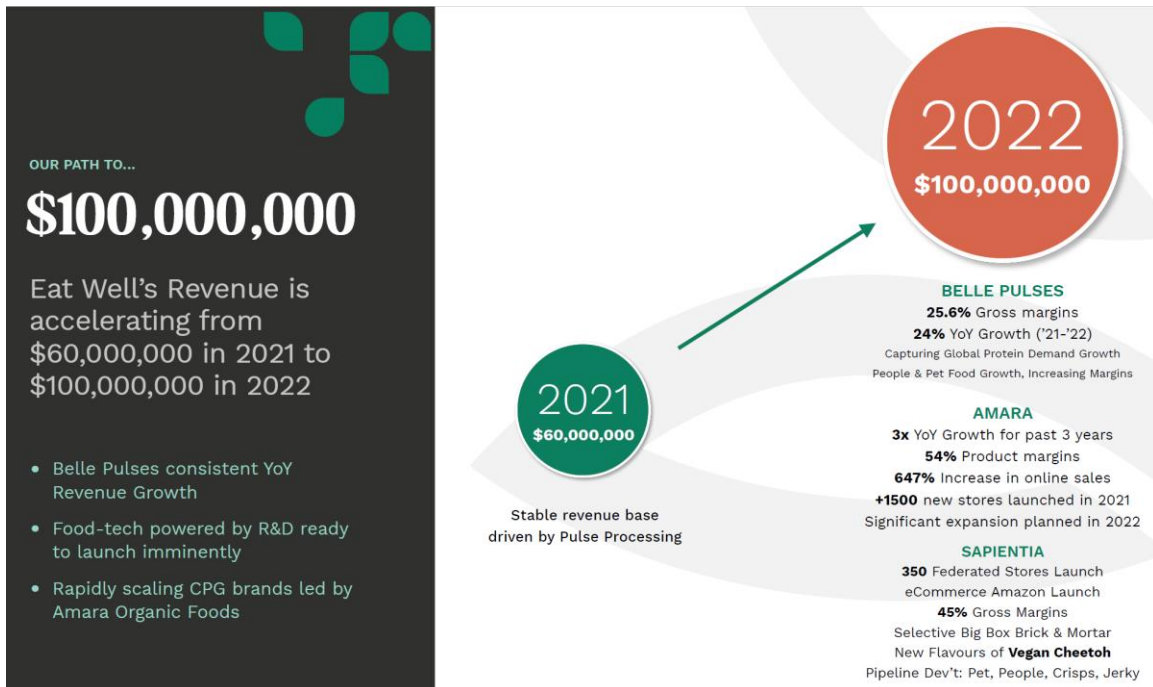
One of the brands that Eat Well sees as one of its fastest-growing segments is Amara Organic Foods. Not only does it make one of the fastest growing baby food brands in America, it’s also a food technology company that uses science and proprietary IP that locks in taste and texture to make healthy, organic, non-GMO, plant-based, convenient baby and children’s food possible.

From baby food to toddler food and beyond, Amara Organic Foods says it is driven by the belief that setting kids on the right path from a young age will help them live better, feel better and think better for the rest of their lives.

This noble focus is something that I think is powerful, not only for individual good health but for the positive effect that individual good health can have on society at large.

A big positive for Amara Organic Foods is the launch of its products in big-box retailer Costco. A recent product test in stores on the West Coast was a huge success, as products quickly sold out. And with a projected \$21 million (USD) in sales this could be a huge driver for Amara specifically and Eat Well at large.

Together, the fully integrated operations of Eat Well Group are on a path to \$100 million in revenue for 2022.



Source: [Eat Well Group](#)

The graphic here demonstrates the pathway toward that vaunted level, yet I think this goal is realistic based on my read of the current market for plant-based foods, as well as the mighty positioning in the space that Eat Well Group occupies.

A Little Princely Star Power

I live in Los Angeles, and I have most of my life. And for most of those years, I lived in the heart of the entertainment industry (Beverly Hills, Hollywood, Studio City, Westwood) where the big movie studios are located, and where many of the biggest industry luminaries reside.

So for me, being adjacent to big-name film stars and business luminaries isn't really a big deal. Yet when I saw the cadre of superstars from various walks of life who all are involved in the plant-based food movement, well, you get the sense that the movement has a lot of star power vaulting it higher.

For example, Amazon founder, space explorer and one of the richest men in the world, Jeff Bezos, is a primary investor in Notco, a Chilean food-tech company producing plant-based alternatives.

Actors Woody Harrelson, Shailene Woodley, Alicia Silverstone and Kate Hudson also have their hands in the plant-based food business through various enterprises. Then there are musicians Rihanna and H.E.R., both of which are involved in a company that makes vegan, gluten-free, and allergy-free cookies. From the sports world there is tennis star Venus Williams, who co-founded the company Happy Viking, which makes a range of plant-based yellow pea and brown rice protein shakes.

Yet for Eat Well, star power also extends to royalty. On September 9, Prince Khaled bin Alwaleed of Saudi Arabia, a known vegan pioneer, and investor in the plant-based space joined Eat Well Group as a senior advisor.

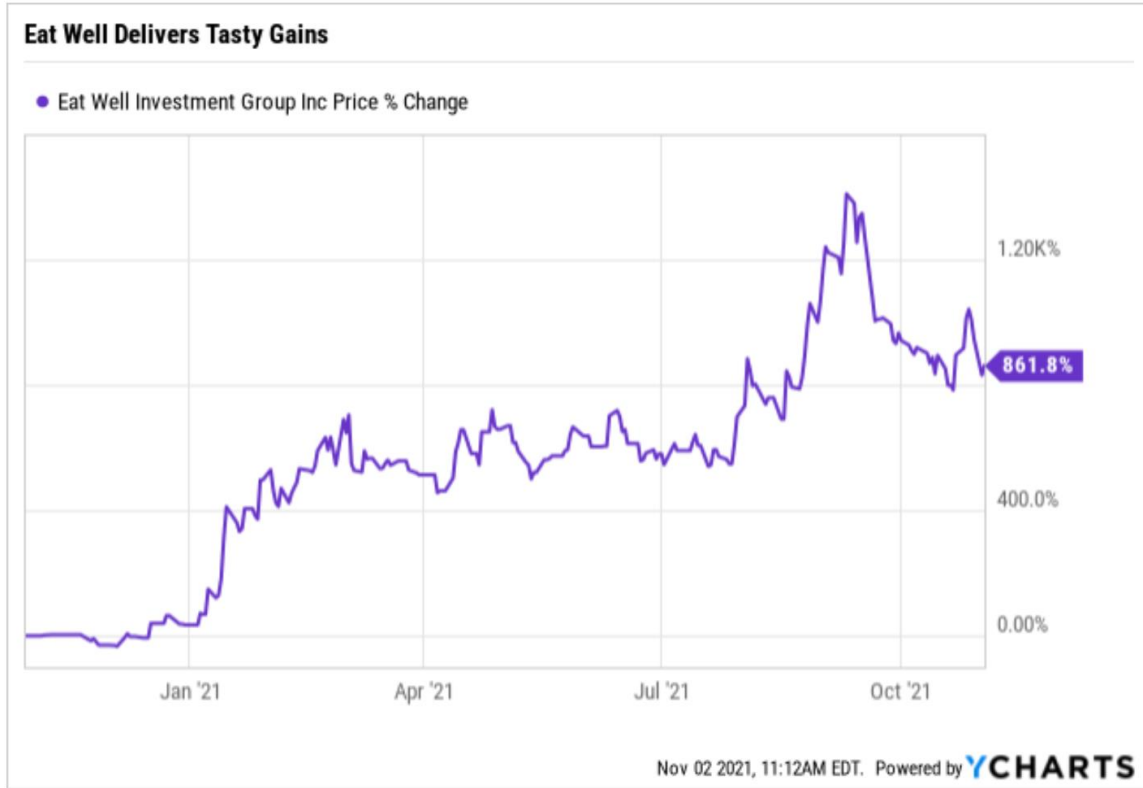
The Saudi prince is the CEO of KBW Ventures, a company whose portfolio includes investments in plant-based initiatives, alternative proteins, green technologies, and more. As an early adopter of plant-based foods and alternative protein, Prince Khaled is at the forefront of global plant-based investing, initiatives, and advocacy. He has developed a deep network of international industry-specific contacts across both private and public sectors.

So, with Eat Well you don't just get Hollywood and sports star power, you get princely star power.

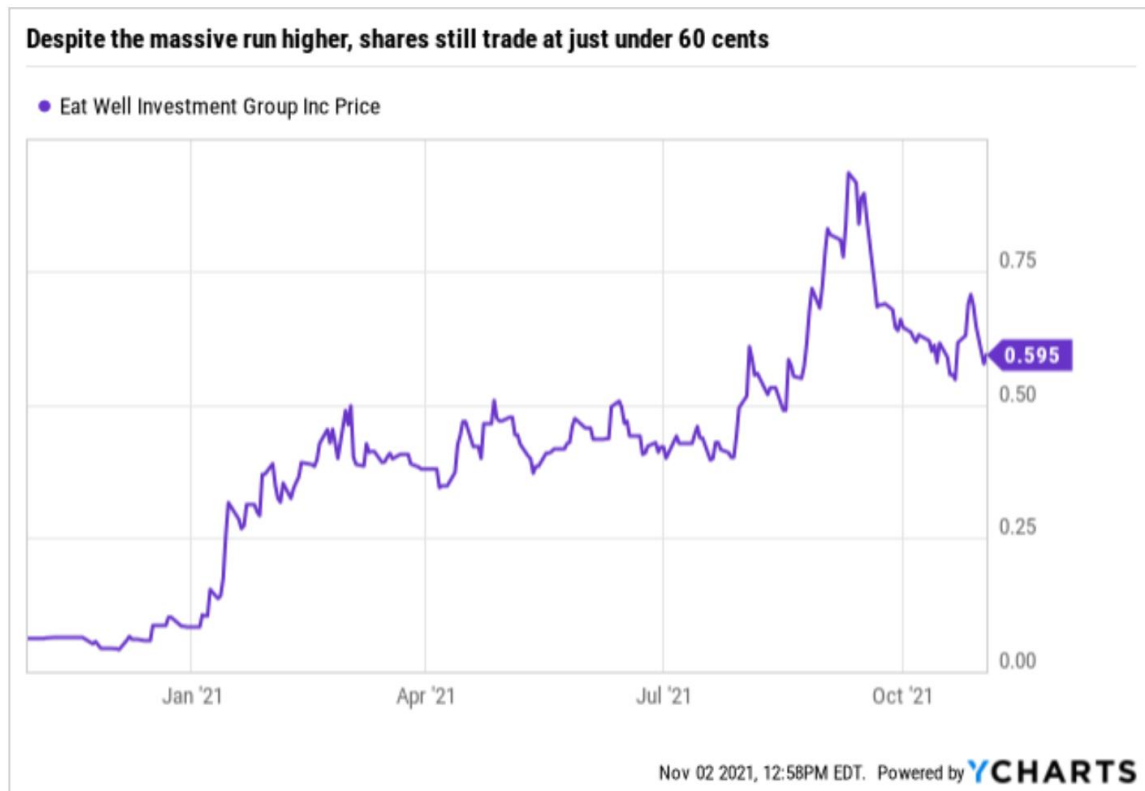
The Spiking Plant-Based Returns

Since going public on the OTC in October 2020, the move higher in Eat Well shares has been nothing short of stunning.

The chart here tells the tale of a “penny stock” surge that, in my opinion, still has a very long way to go before it's finished.



As you can see, Eat Well has served up an 861.8% gain from October 20, 2020, through November 2, 2021. Yet despite that huge move, the stock still traded at just under 60 cents per share.



For aggressive investors looking to jump in on a potential leader in one of the biggest growth sectors in the market, I think Eat Well Group represents a fantastic way to step up to the plate and begin ingesting big profits.

So, whether you personally choose to embrace the plant-based revolution by adding more of these products to your diet, or whether you're just interested in embracing a company with the potential for growing big share price performance, you owe it to yourself to look into the power of plants—and the best way I've found to do that is through Eat Well Group.

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Biography



Jim Woods is the editor of *Successful Investing*, *Intelligence Report*, and *Bullseye Stock Trader*, his newest trading service. He is a 20-plus-year veteran of the markets with varied experience as a broker, hedge fund trader, financial writer, and newsletter editor.

His books include co-authoring, “Billion Dollar Green: Profit from the Eco Revolution,” and “The Wealth Shield: How to Invest and Protect Your Money from Another Stock Market Crash, Financial Crisis or Global Economic Collapse.” He’s also ghostwritten many books and articles, as well as edited content for some of the investment industry’s biggest luminaries.

His articles have appeared on many leading financial websites, including InvestorPlace.com, Main Street Investor, MarketWatch, Street Authority, Human Events and many others.

Jim formerly worked with *Investor’s Business Daily* founder William J. O’Neil, helping to author training courses in the CANSLIM stock-picking methodology.

In the five-year period from 2015 to 2020, the independent firm TipRanks ranked Jim the No. 1 financial blogger in the world (out of more than 7,000). TipRanks calculates that during that period, he made 361 successful recommendations out of 497 total, earning a success rate of 73% and a +16.6% average return per recommendation.

He is known in professional and personal circles as “The Renaissance Man,” because his expertise includes such varied fields as composing and performing music; Western horsemanship, combat marksmanship, martial arts, auto racing and bodybuilding.

Jim holds a BA in philosophy from the University of California, Los Angeles, and is a former U.S. Army paratrooper. A self-described “radical for capitalism,” he celebrates the virtue of making money from his Southern California horse ranch.