

Fobi AI Signs Agreement with Vancouver Island Brewing to Launch New Digital Loyalty Program

The agreement will provide a new, wallet pass-based digital loyalty program that personalizes customer engagement and further increases taproom visits.

VANCOUVER, BRITISH COLUMBIA, CANADA, August 16, 2023

/EINPresswire.com/ -- Fobi AI Inc. (FOBI:TSXV) (FOBIF:OTCQB) (the "Company" or "Fobi"), an industry leader in harnessing AI and data intelligence to enable digital

transformation, is pleased to announce that the Company has signed an agreement with Vancouver Island Brewing (VI Brewing) to implement a new digital loyalty program that will leverage wallet pass technology and real-time analytics to deliver more personalized and engaging taproom experiences for their customers. Fobi will earn revenue from this deal via monthly fees based on the volume of active passes.

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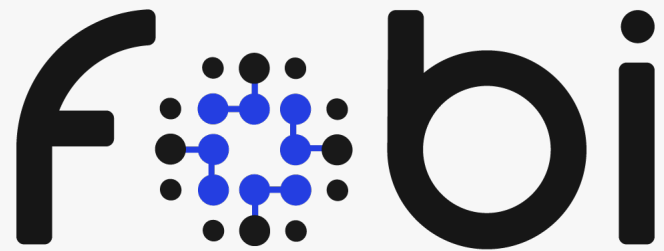
With this agreement as a catalyst, there are significant opportunities for Fobi to play a role in providing innovative technology that will drive growth and success for private retail liquor stores.”

Rob Anson, CEO and Chairman of Fobi

FOBI TO PROVIDE NEW DIGITAL LOYALTY PROGRAM TO INCREASE TRAFFIC AND VISIT FREQUENCY TO THE VI BREWING TAPROOM

Fobi will provide Vancouver Island Brewing with its digital loyalty solution as a means to drive traffic and visit frequency to the brewery's newly renovated taproom. Using Fobi's wallet pass technology, VI Brewing's new loyalty program will include digital loyalty cards, stamp cards, and a selection of redeemable in-person vouchers, such as discounts on branded glassware. Customers can

download their passes on-site in the taproom or at VI Brewing events using QR codes. Passes will additionally be distributed to the brewery's existing customer database via email.



The new digital loyalty solution will enable VI Brewing to better understand and connect with its customers, using a direct communication channel to deliver personalized offers, including time and location-based notifications, that increase engagement and loyalty. Through automation, VI Brewing will be able to improve efficiencies by seamlessly tracking and managing loyalty program activities across its marketing channels, including reward redemption and point tracking. VI Brewing will also be able to leverage the Company's real-time analytics and insights portal to segment its audience by demographics, preferences, and more, providing tailored experiences and rewards that encourage customers to return regularly.

LIQUOR BEVERAGE INDUSTRY HIGHLIGHTS KEY OPPORTUNITIES ACROSS THE COMPANY'S PRODUCT PORTFOLIO

The Company's agreement with VI Brewing opens new doors for Fobi to provide its technology across the entire brewery ecosystem, including its digital solutions for membership, promotions, vouchers, events, and retail, as well as for contests through Tap2Win. This agreement also presents the opportunity for VI Brewing to integrate its marketing campaigns across Fobi's channel network with the ability to engage customers in off-site locations, such as through contests and giveaways with Fobi's POS and retail partners.

David Nicholls, VP of Liquor Beverage at Fobi AI, states: "Many breweries in the liquor industry have traditionally struggled to connect with their customers and provide personalized, engaging experiences due to limited resources. With this agreement, we're providing Vancouver Island Brewing with the tools and technology they need to make smarter and faster data-driven decisions that turn customers into loyal taproom regulars."

Jeff Wright, Senior Marketing Manager at Vancouver Island Brewing, states: "We're thrilled to be teaming up with Fobi AI as we launch our new digital loyalty and rewards program. With this new engagement and communications channel, we'll be able to more effectively connect with our customers and cater to their needs in ways that allow us to offer even better, more personalized experiences in our new taproom."

Rob Anson, CEO of Fobi AI, states: "Our partnership with Vancouver Island Brewing marks the very beginning of Fobi gaining exciting traction in the brewery and liquor beverage space. We see strong alignment between our technology solutions and the industry's long-standing challenges with customer engagement and retention. With this agreement as a catalyst, there are significant opportunities for Fobi to play a key role in providing the innovative technology that will drive continuous growth and success for private retail liquor stores."

The Company looks forward to providing additional material updates as they occur over the upcoming weeks.

This press release is available on the [Fobi website](#).

To download the Fobi Investor Experience Wallet Pass to get enhanced access to investor information about Fobi, please visit our [Investor Experience page](#).

About Vancouver Island Brewing

We are proud to be driving innovation in an industry that we helped pioneer in British Columbia. We brew a selection of beers that can accompany you on all your adventures, including lagers, ales, IPAs, stouts, and seasonal brews. We're committed to producing fun, authentic, shareable brews. We never compromise on quality, and that is reflected in all the beers that we make. For more information, please visit <https://vibrewing.com/>.

About Fobi AI

Founded in 2017 in Vancouver, Canada, Fobi is a leading AI and data intelligence company that provides businesses with real-time applications to digitally transform and future-proof their organizations. Fobi enables businesses to action, leverage, and monetize their customer data by powering personalized and data-driven customer experiences, and drives digital sustainability by eliminating the need for paper and reducing unnecessary plastic waste at scale.

Fobi works with some of the largest global organizations across retail & CPG, insurance, sports & entertainment, casino gaming, and more. Fobi is a recognized technology and data intelligence leader across North America and Europe, and is the largest data aggregator in Canada's hospitality & tourism industry.

For more information, please visit <https://www.fobi.ai/>.

Forward-looking statements:

This news release contains certain statements that constitute forward-looking statements or information, including statements regarding Fobi's business and technology; the ability of Fobi to engage with industry participants to achieve its goals; the development of Fobi's technology; and the viability of Fobi's business model. Such forward-looking statements are subject to numerous risks and uncertainties, some of which are beyond Fobi's control, including the impact of general economic conditions, industry conditions, competition from other industry participants, stock market volatility, and the ability to access sufficient capital from internal and external sources. Although Fobi believes that the expectations in its forward-looking statements are reasonable, they are based on factors and assumptions concerning future events which may prove to be inaccurate. Those factors and assumptions are based upon currently available information. Such forward-looking statements are subject to known and unknown risks, uncertainties, and other factors that could influence actual results or events and cause actual results or events to differ materially from those stated, anticipated, or implied in the forward-looking statements. As such, readers are cautioned not to place undue reliance on the forward-looking statements, as no assurance can be provided as to future results, levels of activity, or achievements. The forward-looking statements contained in this news release are made as of the date of this news release and, except as required by applicable law, Fobi does not undertake any obligation to publicly update or to revise any of the included forward-looking statements, whether as a result of new

information, future events or otherwise. The forward-looking statements contained in this document are expressly qualified by this cautionary statement. Trading in the securities of Fobi should be considered highly speculative. There can be no assurance that Fobi will be able to achieve all or any of its proposed objectives.

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accept responsibility for the adequacy or accuracy of this release.

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