

Growth Initiative Gives BFW's Stock Room to Grow

4th Open Letter to Shareholders outlines competitive market analysis scrutinizing ten synergistic publicly traded coffee companies, shows strong market growth

COLUMBUS, OH, USA, February 26, 2024 /EINPresswire.com/ -- Better For You Wellness, Inc. (OTCQB: BFW), a leading Ohio-based plant-based and science-focused wellness company operating in the rapidly-growing \$1.5T wellness industry, filed an 8-K announcing its fourth in a series of open letters to its Shareholders ([Open Letter #4 can be read here](#)). The

shareholder letter addressed why the Company was making its premium coffee collection, [Stephen James Curated Coffee Collection \(SJCCC\)](#), "BFW's North Star." Believing shareholders deserved a well-reasoned answer, and the details Management relied upon to reach its



BFW's Growth Initiative aims to generate significant revenue, break-even in month 20, and boost shareholder value over the next 5 years—an exciting journey ahead! See details and decide for yourself."

Ian James

While many companies reported negative price-to-earnings after funding, BFW projects SJCCC to break even by the 20th month and remain profitable for the foreseeable future. BFW's comprehensive analysis incorporates low and high estimates of the P/S ratio to establish an average price-to-sale benchmark of 1.97.

Competitive Market Analysis

Companies	Ticker	Exchange	Share Price	Market Cap	Revenue TTM	Price-to-Sale
Dutch Brothers, Inc.	BROS	NYSE	27.40	4,852,961,000	913,480,000	5.31
Westrock Coffee Company	WEST	NASDAQ	10.99	978,260,000	877,500,000	1.11
Black Rifle Coffee Company	BRCC	NYSE	4.25	901,180,000	369,600,000	2.44
Restaurant Brands International, Inc.	QSR	NYSE	77.19	24,118,390,000	7,020,000,000	3.44
Farmer Brothers, Inc.	FARM	NASDAQ	3.77	76,500,200	342,600,000	0.22
Hain Celestial Group, Inc.	HAIN	NASDAQ	9.70	870,925,400	1,890,000,000	0.46
Keurig Dr Pepper, Inc	KDP	NASDAQ	30.97	43,306,470,000	14,060,000,000	3.08
Coffee Holding Company	JVA	NASDAQ	1.25	6,964,490	68,200,000	0.10
Nestle	NSRGY	OTCM	110.23	294,314,100,000	107,560,000,000	2.74
Peets	JDPE	AEX	24.78	12,455,932,900	8,150,000,000	1.53
Average	N/A	N/A	30.05	38,188,168,399	14,125,138,000	2.04
Better For You Wellness	BFW	OTCM		Low Estimate*		1.91
Better For You Wellness	BFW	OTCM		Average Price-to-Sale**		1.97
Better For You Wellness	BFW	OTCM		High Estimate		2.04

Analysis of ten synergistic publicly traded coffee companies

* Lower removes the two top and two low P/S ** The Average of the Low and High P/S

Source: Market Data collected from Fidelity, WSJ.com, and StockAnalysis.com on February 19, 2024

conclusions, BFW's Chairman and CEO, Mr. Ian James, provided a detailed walk-through of the Company's analysis.

Mr. James indicated that the competitive market analysis identified and intensely scrutinized ten synergistic publicly traded coffee companies and determined each Company's TTM Revenue and Market Cap as of February 19, 2024.

The analysis revealed an average Price-to-Sales (P/S) ratio of 2.04, leading BFW to determine low and high estimates to establish an average price-to-sale benchmark of 1.97.

See Competitive Market Analysis Image

"Having strategically entered Kroger last year, our 2024 sales projections anticipate a presence in 250 stores by late summer, with a remarkable doubling of doors served year-over-year for the next four years," said Mr. James. "With growth funding, our ambitious expansion plan projects nearly 4,000 stores by the fifth year, including significant grocers such as Kroger, Giant Eagle, Wegmans, etc."

BFYW meticulously calculated revenue projections, COGs, and operational expenses, "We then leveraged Kroger's metrics and drew on our collective experiences with manufacturing and distribution partners," Mr. James added.

From the analysis, BFWW was able to The annual multiplication of revenue and price-to-sales ratios to form the basis for establishing a year-over-year projected market capitalization (i.e., revenue x P/S = market cap) and market cap (i.e., market cap / authorized shares = share price).

"We undertook the Price-to-Sales Analysis to set our sights on where we thought we could grow the Company from a share price and market cap perspective. The analysis vividly illustrates compelling results, substantiates our decision to take the brand to the public market, and indicates significant growth potential for BFWW Stock." Mr. James said, "These findings underscore the favorable trajectory and potential for growth that BFWW's stock holds in the market."

See Price-to-Sales Analysis Image

Of the BFWW Growth Initiative's findings announced today, Mr. James said, "I hope the information provided helps our shareholders and the market understand our thinking and why I am enthusiastic about championing and raising the capital to implement this initiative. I look forward to sharing a captivating lineup of products to launch soon and informing our shareholders as we progress on this exciting journey."

Background: The BFWW Growth Initiative was developed to grow shareholder value by generating revenue and building profitability via BFWW's Stephen James Curated Coffee Collection. The initiative focuses the Company's energies on the SJCCC premium coffee brand, as coffee is the second most consumed beverage globally. It leverages its retail relationship with Kroger and prepares BFWW's creative/marketing teams to grow brand awareness. Its manufacturing and

BETTER FOR YOU WELLNESS, INC. (OTCM: BFWW)					
As of February 19, 2024		Per Share Price \$0.0040			
Current Market Cap	\$1,676,837	Shares Outstanding		419,209,200	
Estimated Price-to-Sale Ratio (P/S)	1.97	Estimated P/S applied to the Term of the Note for projection purposes only			
	Year One	Year Two	Year Three	Year Four	Year Five
Total Projected Revenue	\$1,055,503	\$8,036,770	\$23,340,949	\$39,254,052	\$59,795,058
Estimated YE Cash-in-Hand (Projected Retained Earnings)	\$906,044	\$ 125,430	\$1,220,542	\$6,791,360	\$17,306,217
Estimated Shares Outstanding *	419,609,200	420,009,200	420,409,200	420,809,200	421,209,200
Estimated Price Per Share	\$0.0050	\$0.0377	\$0.1094	\$0.1838	\$0.2797
Projected Market Cap	\$2,079,341	\$15,832,437	\$45,981,669	\$77,330,483	\$117,796,263
*Assumes issuance of 100,000 Shares per Independent Director per year.					
The projections above are based on a comprehensive market analysis of ten prominent publicly traded coffee companies.					
Source: Market Data collected from Fidelity, WSJ.com, and StockAnalysis.com on February 19, 2024.					
These projections only include SJCCC.					

Analysis of P/S applied to BFWW

distribution team ensures the Company can continue to scale commercially at reduced costs for increasing online and in-store coast-to-coast sales. The next step is to secure the growth capital for full implementation.

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Forward-Looking Statements

This press release may contain forward-looking statements that involve risks and uncertainties. These statements relate to future events or our future financial performance. In some cases, you can identify forward-looking statements by terminology including "could," "may," "will," "should," "expect," "plan," "anticipate," "believe," "estimate," "predict," "potential" and the negative of these terms or other comparable terminology. While these forward-looking statements and any assumptions upon which they are based are made in good faith and reflect our current judgment regarding the direction of our business, actual results will almost always vary, sometimes materially, from any estimates, predictions, projections, assumptions, or other future performance suggested in this report. Except as applicable law requires, we do not intend to update any forward-looking statements to conform these statements to actual results. Investors should refer to the risks disclosed in the Company's reports filed with SEC (<https://www.sec.gov/>).

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