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## RE BOTANICALS RAISES \$2MM FOR HEMP CBD PRODUCT INNOVATION

*BIGR Ventures Backs Leading Organic and Award-Winning Hemp CBD Brand*

BOULDER, CO (April 2, 2019) – [RE Botanicals](#), one of the first national hemp CBD brands to be certified organic by the USDA, announced today that it has closed a strategic seed round of funding with a \$1MM investment from BIGR Ventures and the balance from leading natural and organic products industry veterans. **RE Botanicals** is a mission-driven brand backed by leadership with decades of retail and CPG industry expertise, that offers products crafted with the highest-quality USDA certified organic, full-spectrum hemp extracts. Coming off the heels of the passage of the 2018 Farm Bill, which legalized industrial hemp, **RE Botanicals** will use this funding to launch new products, increase retail distribution and expand marketing efforts.

John W. Roulac, the founder and Chief Hemp Officer of **RE Botanicals** who previously founded superfood powerhouse Nutiva, has devoted his 20-year career to trail blazing organic hemp foods and oils. A leader at the forefront of hemp activism, he is dedicated to shifting today's chemical agricultural practices to more organic and regenerative farming methods. **RE Botanicals** is helping the industry move beyond the fear-based cannabis prohibition era into an emerging market fueled by consumer demand for authentic products based on farming that honors healthy soils. Roulac is challenging the CBD industry incumbents who are attempting to mold hemp into Corn 2.0 through the use of chemical fertilizers and poor land management practices.

"We founded **RE Botanicals** on the belief that people are ready to support organic hemp CBD products that are carefully crafted and processed with trusted ingredients." said John W. Roulac Chief Hemp Officer of **RE Botanicals**. "We are at a critical time in the history of hemp and are excited to partner with BIGR Ventures."

BIGR Ventures, founded by industry veterans Carole Buyers, Bill Weiland and Duane Primozich, is a growth equity fund providing value-added, strategic partnership and capital to promising early-stage natural and organic products.

"BIGR Ventures is inspired to partner with **RE Botanicals**, as the company is uniquely positioned around heritage, credibility and experience. The company's founder, John Roulac, has a long history of hemp advocacy. His leadership, coupled with deep operational expertise and a brand that stands for organic certification and strict extraction protocols, make **RE Botanicals** a standout

company,” said Carole Buyers, managing partner of BGR Ventures. “We are elated to partner with a brand that exemplifies such balance and purpose.”

For more information on **RE Botanicals**, visit [www.rebotanicals.com](http://www.rebotanicals.com) and for more information on BGR Ventures, visit [www.bigrventures.com](http://www.bigrventures.com).

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#### **About RE Botanicals™**

Founded by 20-year hemp and superfoods veteran John W. Roulac, **RE Botanicals** is a Pure, Organic Hemp Apothecary and the first national hemp CBD brand with USDA organic certification for U.S.-grown hemp. **RE Botanicals** products are crafted with the highest-quality organic, full-spectrum hemp extract that taps into the human endocannabinoid system—the system that helps maintain the body’s overall wellness and supports many physical processes. Created to deliver only the highest-quality, plant-based hemp extracts with organic coconut oil, **RE Botanicals** offers a range of hemp CBD products including *Tinctures*, *Relief Body Oil* and *Organic Coconut Oil Capsules*. 1% of **RE Botanicals** sales are donated to promote regenerative agriculture. For more information, visit [www.rebotanicals.com](http://www.rebotanicals.com)

#### **About BGR Ventures**

Founded by proven industry veterans Carole Buyers, Duane Primozich, and Bill Weiland in December 2015, BGR Ventures is a growth equity fund providing value-added, strategic partnership and capital to promising early-stage natural and organic products. Headquartered in Boulder, CO, and boasting 70+ years of combined natural product experience between its founders, BGR Ventures leverages unparalleled industry relationships and experience to maximize the potential of promising young companies.