RE Botanicals Inc. Announces $3 Million Series A Funding to Expand Organic Hemp

Led by BIGR Ventures, this Round Marks the Growth Equity Fund’s Second Investment in RE Botanicals

Boulder, Colo. (October 2019) – RE Botanicals, the first vertically-integrated, USDA Certified Organic flower-to-bottle hemp brand, announces $3 million in Series A funding. Led by current investor BIGR Ventures, the additional funding serves to double down on their original investment, which was a first for the growth equity fund in the CBD space. RE Botanicals will use the additional funds to spur expansion, increase the size and capacity of their current organic hemp growing and processing facility in Conway, South Carolina, launch new retail doors, increase marketing investments, and prepare the company to expand further into new channels such as private label and bulk.

This investment allows RE Botanicals to further the momentum generated by the recent merger with South Carolina’s Palmetto Harmony, which created the largest certified organic CBD company in the nation. The two brands, RE Botanicals and Palmetto Harmony are leading the hemp industry in best practices for the growth and production of high-quality CBD products and their organic products are among some of the first in the CBD space to receive the certification. Additionally, RE Botanicals was the only brand to be rated 100 out of 100 by the Center for Food Safety on their recent Hemp CBD Scorecard.

“While organic hemp products only account for one percent of the marketplace today, BIGR’s investment illustrates the impending growth of organic hemp CBD in a category that is becoming more crowded every day with inferior products,” says RE Botanicals founder and Chief Hemp Officer, John W. Roulac. “With BIGR’s help, we can not only continue to grow our market share but encourage others to follow suit with responsible soil health practices. My prediction is that RE Botanicals will help lead the charge to inspire change, increasing the number of certified organic hemp brands to 10-15 percent within the year. Healthy soils is now being adopted by more farmers to reduce input costs, conserve water, increase organic matter and address climate chaos.”

“RE Botanicals was our first foray into investing in the world of hemp and CBD following the passage of the 2018 Farm Bill, and we chose this company because of their integrity, experienced leadership team and mission-driven commitment to organics and regenerative agriculture,” says Carole Buyers, Managing Partner of BIGR Ventures. “We’ve always been strong believers in organic practices in the
food space, and as the CBD industry continues to grow, we echo John’s sentiment to lead by example by putting our funding into a company whose transparency, testing, quality and environmental conservation stands above competitors.”

Since coming to market less than a year ago, RE Botanicals has grown its footprint from four doors to over 1,600 nationwide and is looking to achieve the same retail growth with their sister brand, Palmetto Harmony. RE Botanicals can be found at Sprouts, Safeway/Albertson’s, Fresh Thyme Farmers Market, Lucky’s, EarthFare, HEB, Erewhon, Giant Eagle and other retailers. Their product offering includes the highest quality Relief Body Oil, made from USDA Certified Organic ingredients and tinctures for both humans and pets, as well as CBD Capsules. Palmetto Harmony’s roster includes pain relieving topicals, organic CBD oils, capsules and skincare. As part of their commitment to consumer education and transparency, RE has launched an educational video entitled, USDA Certified Organic Matters, in honor of the month-long USDA Certified Organic Matters campaign. The video takes a look at the importance of organic practices for both consumers and the planet.

For more information about RE Botanicals, Palmetto Harmony and their line of USDA certified organic CBD products please visit rebotanicals.com and palmettoharmony.com.

About RE Botanicals, Inc:
RE Botanicals® is the first USDA certified organic, vertically integrated flower-to-bottle hemp CBD company. Led by hemp industry veteran and Nutiva founder John W. Roulac, founder and Chief Hemp Officer of RE Botanicals and CBD advocate COO Janel Ralph, founder of Palmetto Harmony, the company champions organic hemp farming, flower-to-bottle transparency, regenerative agriculture, and the power of hemp CBD as organic plant-powered medicine. John discovered CBD after years in the regenerative agriculture and hemp space. Janel discovered CBD in a search for a non-pharmaceutical way to control her daughter’s seizure disorder, ultimately founding a company to help do so.

Both brands offer an array of CBD products, both topical and ingestible made from USDA certified organic hemp grown at their farm in Conway, South Carolina. RE Botanicals and Palmetto Harmony’s products are also non-GMO and are third-party lab tested for heavy metals, solvents and pesticides, ensuring they are of the highest quality and purity. RE Botanicals have taken a further step and achieved certification their ingestibles are Glyphosate Residue free and offers both bulk and white label products.

About BIGR Ventures:
Founded by proven industry veterans Carole Buyers, Duane Primozich, and Bill Weiland in December 2015, BIGR 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, BIGR Ventures leverages unparalleled industry relationships and experience to maximize the potential of promising young companies.