



Dixie Elixir Fruit Punch Wins Best Beverage at High Times Dope Cup Event

DENVER, March 28, 2019 /CNW/ - Dixie Brands Inc. ("Dixie" or "the Company") (CSE: DIXI.U), (OTC: DXBRF), (Frankfurt: 0QV), one of the cannabis industry's leading consumer packaged goods companies, is pleased to announce that Dixie Elixir Fruit Punch has been named "Best Beverage" at the recent DOPE Cup: High Desert event in Adelanto, California.

Each product submitted for the Best Beverage award was evaluated by several independent judges, who rated them on the bases of taste, look, smell, and effectiveness to select a favorite. Judges also considered whether they would recommend each product to a friend, and whether they would ask for it in a store.

"Dixie has been perfecting the art and science of crafting quality infused-cannabis products for nearly a decade and we are always thrilled and humbled to get such glowing feedback, especially from the connoisseurs who serve as judges at these major festivals," said Andrew Floor, Vice President of Marketing, Dixie Brands. "Consuming a cannabis-infused beverage is about so much more than just how it makes you feel, people want to enjoy the experience and flavor matters, just as it does with a cocktail, a glass of wine or beer."

The "High Times DOPE Cup: High Desert" event, held on March 23rd and 24th, combined the legacy of the Cannabis Cup hosted for many years by High Times with the design and flare of DOPE Cup events. It was California's first state-sanctioned cannabis sales and consumption event of 2019 with anticipated attendance in excess of 10,000 people.

The Dixie Elixirs beverage is the iconic THC-infused soda that marked the start of the Dixie Brands story nearly a decade ago. Starting with that single product, Dixie has developed and commercialized an industry-leading portfolio of more than 100 cannabis-infused products spanning 15 categories. In addition to the Fruit Punch, Dixie Elixirs are offered in Berry Lemonade, Cherry Limeade, Half & Half and Root Beer flavors.

About Dixie Brands, Inc.

Dixie Brands Inc., through its licensed partners, has been formulating award-winning THC and CBD-infused products since 2009. Currently operating in five U.S. states, the Company is expecting to double its manufacturing and distribution capabilities in 2019 in the U.S. as well as expand internationally, including Canada and Latin America. Dixie leads the global industry in the development, packaging design, product innovation and quality control for the commercial production of cannabis infused products. While the Company started with a single flagship product, the Dixie Elixir (a THC-infused soda), it is now one of the industry's most recognized consumer brands, expanding to over 100 products across more than 15 different product categories representing the industry's finest edibles, tinctures, topicals and connoisseur grade extractions, as well as world-class CBD-infused wellness products and pet dietary supplements. Dixie's executive team has been instrumental in the formation of the marijuana industry for recreational and medicinal use, serving as founding members on several national regulatory and business-oriented industry organizations. To find out more about Dixie's innovative products, or about how Dixie is building the future of cannabis, visit www.dixiebrands.com.

CAUTION REGARDING FORWARD-LOOKING INFORMATION

Certain statements in this news release may constitute "forward-looking information" and "forward-looking statements" within the meaning of applicable securities laws. These statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of Dixie and its

subsidiary entities or the industry in which they operate, to be materially different from any future results, performance or achievements expressed or implied by such forward looking statements. When used in this news release, such statements use words such as "may", "will", "expect", "believe", "plan" and other similar terminology. These statements reflect management's current expectations regarding future events and operating performance and speak only as of the date of this news release. These forward-looking statements involve a number of risks and uncertainties.

These risk factors are discussed in detail under the heading "Risk Factors" in the listing statement filed on SEDAR. New risk factors may arise from time to time and it is not possible for management of the Company to predict all of those risk factors or the extent to which any factor or combination of factors may cause actual results, performance or achievements of the Company to be materially different from those contained in forward-looking statements. Given these risks and uncertainties, investors should not place undue reliance on forward-looking statements as a prediction of actual results.

The forward-looking statements contained herein are based on certain key expectations and assumptions, including that: (i) there will be no material adverse competitive or technological change in condition of the Company's business; (ii) there will be a demand for the Company's products that the Company has accurately forecast; and (iii) there will be no material adverse change in the Company's operations, business or in any governmental regulation affecting the Company or its suppliers.

Although the forward-looking statements contained in this news release are based upon what management believes to be reasonable assumptions, Dixie cannot assure investors that actual results will be consistent with these forward-looking statements. These forward-looking statements are made as of the date of this news release. The Company undertakes no obligation to update or revise any forward-looking statements contained in this news release, whether as a result of new information, future events or otherwise, other than as required under applicable securities legislation.

The CSE has neither approved nor disapproved the contents of this news release.



Dixie Elixir Fruit Punch has been named Best Beverage at the “High Times DOPE Cup: High Desert” event in Adelanto, California. (CNW Group/Dixie Brands, Inc.)

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