

NEVIS BRANDS INC. Announces the Production and Release of Happy Apple™ Hemp Derived THC beverage

- The Company has completed initial production and product is becoming available through select retailers, wholesalers and online
- The Company has launched its own direct sales platforms online at DrinkHappyApple.com and NevisHemp.com
- Nevis will book all revenues derived from the sale of Happy Apple Hemp THC, different from its licensing model.

SEATTLE, WA, Feb 18th, 2025 – Nevis Brands Inc. (CSE: NEVI, OTCQB: NEVIF) (“Nevis,” “Nevis Brands” or the “Company”), a leading provider of cannabis beverage products, announced today it has launched Happy Apple™ Hemp Derived THC beverages.

Happy Apple is a refreshing, infused beverage that lets you relax, vibe, and enjoy your night—without the hangover. Happy Apple has been available for several years in the regulated dispensary cannabis market in Washington State but will now be available in dozens of states throughout the United States. The Company has taken the same winning formulation of an all natural, sparkling apple beverage but replaced the active THC component to be derived from hemp to allow compliance with Federal laws.

Under the 2018 Farm Bill, hemp-based products containing less than 0.3% Delta-9 THC are legal on a federal level in the United States. The result is that thousands of traditional retailers including many large liquor store chains such as Total Wine™ now carry Hemp Derived THC beverages. According to Brightfield Group, a market research firm that reports on the cannabis industry, the hemp-derived cannabis beverages brought in \$382 million in sales in 2024 and is projected will grow to nearly \$750 million in the United States by 2029.

“We are pleased to offer our second product for the Hemp Derived THC market. With Happy Apple™ Hemp Derived THC we are able to open new markets such as traditional liquor stores and supermarkets as well as online sales,” said John Kueber, CEO.

Nevis is managing the sales and distribution of Happy Apple Hemp Derived products directly through various distributors as well as online. This model is a departure from its existing model of licensing its brands to other producers and allows the Company to capture a larger percentage of revenues from its products.

Kueber continued: “The momentum and growth of hemp derived THC beverages is an exciting trend for our industry and we are so pleased to be actively offering our brands in this format. With both Happy Apple™ and Major™ now available as Hemp Derived THC beverages we feel we are well positioned to succeed in both dispensaries, online and in traditional beverage channels such as liquor stores.

Consumers in the United States can purchase Happy Apple directly at DrinkHappyApple.com and at NevisHemp.com. (Note that several states such as Washington State, Missouri and Idaho prohibit the purchase of Hemp Derived THC)

About Nevis Brands

Nevis innovates and develops cannabis products that have been consumed by millions of consumers across the United States. Led by our flagship brands Major™ and Happy Apple(™) the company is a leader in providing alternative beverages in multiple sales channels.

About Happy Apple(™)

Happy Apple is a refreshing, infused beverage that lets you relax, vibe, and enjoy your night—without the hangover. Learn more at drinkhappyapple.com and at instagram: @veryhappyapple



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