

NEVIS BRANDS INC. Announces Licensing Agreement and Expansion of Major™ brands to Michigan

- The Company has secured a licensing agreement with [Emerald Canning Partners](#) based in Michigan to produce and distribute Major™ (www.drinkmajor.com)
- The Company anticipates production and distribution to begin in early 2024
- With expansion to Michigan, Major (™) has grown its market footprint to a total of 8 states.

SEATTLE, Wash., Nov. 14, 2023 /CNW/ - Nevis Brands Inc. (CSE: NEVI) ("Nevis," "Nevis Brands" or the "Company"), a leading provider of cannabis beverage products, announced today it has secured an agreement with VBJG Mt. Clemens LLC – also known as "Emerald Canning Partners" – to exclusively produce and distribute Major(™) in the state of Michigan. The parties' agreement remains subject to approval of the Michigan Cannabis Regulatory Agency before they begin their formal work to bring these exciting products to market.

Michigan saw cannabis sales of \$2.3 Billion in 2022 and the market is predicted to surpass the \$3 Billion threshold in 2023 (Source: MJBizDaily). Michigan represents the second territory in the Eastern United States for Nevis to establish a licensee.

Emerald Canning Partners has licensed all 5 flavors of Major(™) including Sunset Pink Lemonade, Pacific Blue Raspberry, Sacred Grape, Volcanic Orange Mango and Passionfruit. Major (™) is a dosable 100mg THC beverage that delivers the effects of cannabis within 10-20 minutes of consumption. Over 5 million bottles of Major(™) have been sold since its initial launch in Washington State in 2019.

"Michigan is a rapidly growing market and we look forward to Major being available to consumers throughout the State in early 2024," said John Kueber, CEO of Nevis Brands. "We believe that we are working with the best possible licensee to produce and represent our brands. Emerald Canning Partners' record of producing high quality products and delivering a respected customer experience through their retail network, makes us highly enthusiastic about our working relationship."

A joint venture between Pleasantrees and Andrew Blake of Blake's Hard Cider, Emerald Canning Partners is at the forefront of Michigan's evolving cannabis landscape. Major(™) will join the manufacturers growing list of house brands and licensing partners furthering the category's footprint in Michigan.

"The continued expansion of pioneering cannabis beverage brands into Michigan is a testament to the consumer's appetite for the category," said Bryan Wickersham, President of Pleasantrees. "Emerald Canning Partners is proud to bring constant innovation to consumers through our curated partnerships."

ABOUT NEVIS BRANDS

Nevis innovates and develops cannabis products that have been consumed by millions of consumers across Washington, Oregon, Colorado, Arizona, Nevada, Ohio and next year in California. Led by our flagship brand Major™ (www.drinkmajor.com) Nevis partners with leading cannabis product manufacturers and distributors to enhance their product offerings.

Nevis Brands Inc. is publicly traded on the CSE under the symbol "NEVI," OTC under PSCBF and


the Frankfurt Stock Exchange symbol under the symbol "8DZ".

ABOUT EMERALD CANNING PARTNERS

Emerald Canning Partners is a joint venture production facility located in the historic Gibraltar Trade Center in Mt. Clemens, Michigan. Pairing historical knowledge of crafting premium beverages with high-quality cannabis and exceptional customer service, ECP brings the necessary expertise to make immediate waves in the cannabis-infused beverage market.

NEITHER THE CANADIAN SECURITIES EXCHANGE NOR ITS REGULATION SERVICES PROVIDER HAS REVIEWED OR ACCEPT RESPONSIBILITY FOR THE ADEQUACY OR ACCURACY OF THIS RELEASE. Cautionary Statement Regarding "Forward-Looking" Information Some of the statements contained in this news release are forward-looking statements and information within the meaning of applicable securities laws. Forward-looking statements and information can be identified by the use of words such as "expects", "intends", "is expected", "potential", "suggests" or variations of such words or phrases, or statements that certain actions, events or results "may", "could", "should", "would", "might" or "will" be taken, occur or be achieved. This forward-looking information is provided as of the date of this news release. The forward-looking information reflects our current expectations and assumptions and is subject to a number of known and unknown risks, uncertainties and other factors, which may cause actual results, performance, or achievements to be materially different from any anticipated future results, performance or expectations expressed or implied by the forward-looking information. No assurance can be given that these assumptions will prove correct. Forward-looking statements and information are not historical facts and are subject to a number of risks and uncertainties beyond the Company's control. Investors are advised to consider the risk factors under the heading "Risks and Uncertainties" in the Company's Form 2A, available at www.sedar.com for a discussion of the factors that could cause the Company's actual results, performance and achievements to be materially different from any anticipated future results, performance, or achievements expressed or implied by the forward-looking information. Accordingly, readers should not place undue reliance on forward-looking statements. The Company undertakes no obligation to update publicly or otherwise revise any forward-looking statements, except as may be required by law.

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