

# Koios Launches 4 New and Improved Flavours of Functional Beverages

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VANCOUVER, May 7, 2018 /CNW/ - In addition to a new look, Koios Beverage Corp. (CSE: KBEV; OTC: SNOVF) (the "Company" or "Koios"), launched four new flavours today, as part of its rebranded, enhanced line of great-tasting, low-calorie and nutritional-dense beverage products. The new flavours are Pear Guava, Pomegranate Acai, Peach Mango and Blood Orange, bringing the total to six brain-healthy beverage products now in production.



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Koios has worked with some of the best food scientists in the U.S. to develop a proprietary drink formula shown to stimulate short-term cognitive function, as well as support memory function over the long term. The enhanced ingredients of all natural products and nootropics include superfood lion's mane mushroom, which Whole Foods recently listed as a trending ingredient in its annual functional ingredients guide; and L-Theanine, an amino acid that has calming effects on the brain.

"We've spent the past year re-imagining what was possible and asking ourselves: 'Can we make Koios even more effective for the health-conscious consumer, while substantially enhancing the flavor profile?'" said CEO Chris Miller.

"Like any company, we are relentless in our pursuit to create the best products in their respective categories. Our newest iterations reflect this passion. From Day One, we have been and continue to search for combinations of natural compounds that can support brain function, without over-stimulating consumers with caffeine."

Koios, which began trading on the Canadian Securities Exchange on May 1<sup>st</sup>, 2018, is exploiting the functional beverage market. This industry is exploding thanks to a new generation of health-conscious consumers who are demanding healthy and nutritious beverage choices in response to North America's growing obesity epidemic.

The Company also has a new look, after spending the year rebranding itself.

"We wanted our packaging to be unique," said Miller. "We make functional beverages not energy drinks, so we made the packaging more simple, elegant and beautiful. We lead with our ingredients instead of our brand name. As consumers look for more natural products that can enrich their lives and the world at large, we wanted our branding to reflect this. We wanted it to look like what's inside the can – simple, clean and natural."

### **About the Company's Business**

The Company, through its wholly-owned subsidiary Koios, Inc., is an emerging functional beverage company which has an available distribution network of more than 2,000 retail locations across the United States in which to sell its products. Koios has relationships with some of the largest and most reputable distributors in the United States, including Europa Sports, Muscle Foods USA, KeHE, and Wishing-U-Well. Together these distributors represent more than 80,000 bricks and mortar locations across the United States - from sports nutrition stores to large natural grocery chains including Whole Foods and Sunflower markets. Through its partnership with Wishing-U-Well, Koios also enjoys a large presence online, including being an Amazon choice product.

Koios uses a proprietary blend of nootropics and natural organic compounds to enhance human productivity without using harmful chemicals or stimulants. Koios products can enhance focus, concentration, mental capacity, memory retention, cognitive function, alertness, brain capacity and create all day mental clarity. Its ingredients are specifically designed to target brain function by increasing blood flow, oxygen levels and neural

connections in the brain.

Koios is one of the only drinks in the world to infuse its products with MCT oil. MCT oil is derived from coconuts and has been shown to help the body burn fat more effectively, create lasting energy from a natural food source, produce ketones in the brain, allowing for greater brain function and clarity, support healthy hormone production and improve immunity. For more information, please visit our website:

<https://www.mentaltitan.com/>

On behalf of the Board of Directors of the Company.

**KOIOS BEVERAGE CORP.**

"Chris Miller"

Chris Miller, CEO and Director

***Forward-Looking Statements***

*This news release contains forward-looking statements. All statements, other than statements of historical fact that address activities, events or developments that the Company believes, expects or anticipates will or may occur in the future are forward-looking statements. Forward-looking statements in this news release include statements with respect to the condition of the functional beverage market. The forward-looking statements reflect management's current expectations based on information currently available and are subject to a number of risks and uncertainties that may cause outcomes to differ materially from those discussed in the forward-looking statements including: (i) adverse market conditions; or (ii) changes to the condition of the functional beverage market. Although the Company believes that the assumptions inherent in the forward-looking statements are reasonable, forward-looking statements are not guarantees of future performance and, accordingly, undue reliance should not be put on such statements due to their inherent uncertainty. Factors that could cause actual results or events to differ materially from current expectations include general market conditions, market conditions in the functional beverage market and other factors beyond the control of the Company. The Company expressly disclaims any intention or obligation to update or revise any forward-looking statements whether as a result of new information, future events or otherwise, except as required by applicable law.*

*Koios has not conducted any scientific studies on the effects of Koios' products which have been evaluated by Health Canada or the U.S. Food and Drug Administration. As each individual is different, the benefits, if any, of taking Koios' products will vary from person to person. No claims or guarantees can be made as to the effects of Koios' products on an individual's health and wellbeing.*

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