

# Koios to Start Production on its 'Fit Soda'™ Line and Release Additional Flavors

VANCOUVER, March 1, 2019 /CNW/ - Koios Beverage Corp. (CSE: KBEV; OTC: KBEVF) (the "Company" or "Koios"), is pleased to announce it will officially start production in April 2019 on its functional Fit Soda™ line. In addition to the production launch, Koios will be releasing two new flavors to accompany its existing flavors, Orange Creamsicle, and Root Beer Vanilla Float.



Fit Soda (CNW Group/Koios Beverage Corp.)

A **functional beverage** is a drink augmented with nutrients, supplements, or both to provide a health benefit to the consumer. Examples of functional beverages include sports and performance drinks, ready to drink (RTD) teas, and nootropic beverages sometimes known as 'smart drinks.'

"We are incredibly excited to finally be releasing Fit Soda™ to the public," said CEO Chris Miller. "It has been a multiyear project, and it allows us to take advantage of a paradigm shift happening in the natural and organic food space. Our own experience and analysis show that consumers are demanding healthy clean label products that also allow you to indulge simultaneously. With millennials driving trends, including food, we believe this product will resonate with fitness enthusiasts and millennials."

Fit Soda™ has zero sugar, electrolytes will be made naturally, and infused with branched-chain amino acids (BCAAs).

Of the nine essential amino acids, three are BCAAs: leucine, isoleucine, and valine. "Branched-chain" refers to the chemical structure of BCAAs, of which are found in protein-rich foods such as eggs, meat, and dairy products. They are also a popular supplement sold primarily in powder form.

According to Grocer.com<sup>1</sup>: "Consumers are actively seeking moments that make them feel good – they are looking for indulgent experiences and brands must seek to enrich these demands by appealing to the senses. Indulgence has traditionally been considered frivolous, but that is changing as more and more people want memorable foods and drinks they can take pleasure in without feeling guilty."

The Fit Soda™ line is the second phase of the Koios product launch that began in early 2018 with the production of the Company's line of nootropic beverages intended to increase mental focus and acuity. The Fit Soda™ line is generally focused more on physical well-being, featuring blends that offer high levels of nutrients, amino acids, and electrolytes.

The Company started pre-selling Fit Soda™ at its announcement in September 2018.

Miller said, "The reaction from buyers and the market has been tremendous. We anticipate Fit Soda™ penetrating 80% of our retail footprint within the first 120 days of being available. It allows us to add value to our existing partners and customers without ancillary marketing."

Additionally, the Company is pleased to announce the additional release of two new Fit Soda™ flavors expected in Q3 of 2019: Black Cherry Cola and Sparkling Citrus.

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<https://www.thegrocer.co.uk/consumer-trends/why-2019-will-be-the-year-of-radical-indulgence-in-food-and-drink/574870.article>

On behalf of the Board of Directors of the Company.

KOIOS BEVERAGE CORP.

*"Chris Miller"*

Chris Miller, CEO, and Director

## About Koios Beverage Corp.

The Company is an emerging functional beverage company which has an available distribution network of more than 5,000 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.

Koios is also the sole owner of Cannavated Beverage Corp., a subsidiary that develops beverage products and formulas for the growing CBD market. Koios uses a proprietary blend of nootropics and natural organic compounds to enhance human productivity without using harmful chemicals or stimulants. Koios products have been shown to 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 produces one of the only drinks in the world infused 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: [www.mentaltitan.com](http://www.mentaltitan.com).

## 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 regarding: timing of the start of production on its Fit Soda™ line; the initially available flavors of its Fit Soda™ line and the flavors that will be available in Q3; the paradigm shift happening in the natural and organic food space; consumer demand for healthy clean label products that also allow you to simultaneously indulge; the characteristics of its Fit Soda™ line; the anticipated penetration by the Fit Soda™ line of the Company's retail footprint and the timing of such penetration; the expected benefits to the Company and its existing partners and customers of the Fit Soda™ line; statements with respect to the growth and size of the functional beverage market; and statements regarding the business of the Company. 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. 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: adverse market conditions; changes to the growth and size of the functional market; consumer acceptance and adoption of functional beverages as compared to other beverages and the possibility consumers may not embrace functional beverages as expected or at all; the extent to which the Company is successful in gaining new long-term relationships with new retailers and retaining existing relationships with retailers; the fact that the Company does not own or operate any of its production facilities and that co-packers may not renew current agreements and/or not satisfy increased production quotas; the potential for supply chain interruption due to factors beyond the Company's control; the possibility that there may be a recall of products due to unintended contamination; competition in the industry in which the Company operates; the Company's ability to raise the additional funding that it may need to continue to pursue its business; 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.*

Neither the Canadian Securities Exchange nor its Market Regulator (as that term is defined in the policies of the Canadian Securities Exchange) accepts responsibility for the adequacy or accuracy of this release

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CNW 08:00e 01-MAR-19