



*Source : Koios Beverage Corp.*

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## **New England Specialty and Natural Foods Distributor Chex now Carrying KOIOS™ and Fit Soda™ at Request of Grocery Chain Buyers**

*After two buyers from separate grocery chains on the east coast of the United States requested Koios' functional beverage products from natural and specialty foods distributor Chex, the Company was contacted by Chex to discuss terms of a potential distribution agreement. Based in Mansfield, Massachusetts, Chex was founded in 1965 and has taken a service-oriented approach to bringing unique food brands to grocers in New England, including several brands that had never been sold anywhere in the United States. For four consecutive years, Chex was named in the "Inc. 5000" list of fastest-growing private companies. Additionally, in 2013 Chex was named "North Atlantic Regional Supplier Partner of the Year" by natural and organic grocery giant Whole Foods.*

DENVER and VANCOUVER, British Columbia, Jan. 28, 2021 (GLOBE NEWSWIRE) -- **Koios Beverage Corp. (CSE: KBEV; OTC: KBEVF) (the "Company" or "Koios")** is pleased to announce that its *KOIOS™* and *Fit Soda™* functional beverage products are now represented by Chex Finer Foods, Inc. ("Chex"), a major natural and specialty foods distributor for the northeastern United States. Buyers from two separate east coast grocery chains who are also clients of Chex inquired about ordering Koios' beverage products, prompting Chex to approach the Company earlier this year to discuss a potential distribution deal. As of January 26, 2021, Chex now carries all five varieties of the Company's *KOIOS™* nootropic beverage as well as all four varieties of *Fit Soda™*. The two grocery accounts that inquired to Chex about the Company's products collectively have a retail presence in more than 20 states, giving Koios the opportunity to

potentially expand its geographical footprint in the functional beverage category in the United States.

Founded in 1965, Chex is a family-owned business in its third generation, presently based in Mansfield, Massachusetts. Beginning its operations from a garage in Sharon, Massachusetts, Chex always pledges to deliver the utmost value to its vendors and clients through attentive and personalized service at the warehouse, supply chain, and store levels. Over the years, Chex has been the first to introduce several international brands to the United States by taking an entrepreneurial approach to identifying exceptional food and beverage purveyors in overseas markets. In August 2011, Chex was named in the *Inc. 5000* list of fastest-growing private companies, remaining on the list for four consecutive years<sup>1</sup>. Whole Foods, the largest chain of supermarkets specializing in natural and organic foods in the United States, named Chex *North Atlantic Regional Supplier Partner of the Year* in December 2013<sup>2</sup>. Chex maintains a warehouse facility of more than 90,000 square feet in size, following a 20,000 square foot expansion in 2018 after Chex added approximately 400 new products to its selection.

As announced in the Company's May 21, 2020 press release, Koios had experienced growth in its online sales during the early stages of the COVID-19 pandemic, despite an overall reduction in discretionary spending among consumers. The Company believes that this growth could be attributed to its organic approach to building engagement with customers, which has likely contributed to more than 50% of purchases from Koios' online store coming from repeat customers. Koios further expanded its distribution in 2020 through Green Spoon Sales and KeHE through their *elevate*™ program, in addition to gaining placements of *Fit Soda*™ in more than 100 HEB supermarkets in the state of Texas. By continuing to add new food and beverage distributor partners across the United States, the Company anticipates it could enhance the presence of *KOIOS*™ and *Fit Soda*™ beverage products in even more markets in 2021.

Koios Chief Executive Officer Chris Miller commented, "We are especially pleased to have entered into this distribution deal with Chex, not just because of their wonderful reputation which could avail many exciting opportunities to us in the northeastern United States, but also because of how the dialogue leading up to this deal came about. As many of our customers and partners know, Koios has always prioritized building a loyal following for our beverage products, as well as our brand as an inspiration to be the best you can be. That loyalty has earned us a high rate of repeat purchases, and recently it has also brought us a new distributor. Even though *KOIOS*™ and *Fit Soda*™ do not currently have a major presence on the east coast, we have managed to cultivate enough nationwide interest to prompt two grocery buyers from separate chains to request our beverages from Chex based on interest from customers of each chain. This is a tremendous honour for us, and I believe it is also a testament to the focus we have placed on building a brand that our customers can really identify with. We anticipate Chex can create many opportunities for us, and we look forward to working with their team and clients as part of our plan to make 2021 a successful year."

#### Sources

1 - <https://www.inc.com/profile/chex-finer-foods>

2 - <http://chexfoods.com/our-story/awards-news/>

On behalf of the Board of Directors of the Company,

**KOIOS BEVERAGE CORP.**

"Chris Miller"

Chris Miller, CEO, and Director

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### **About Koios Beverage Corp.**

The Company is an emerging functional beverage company which has an available distribution network of more than 4,400 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 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: <https://www.koiosbeveragecorp.com>.

### **Forward-Looking Statements**

This news release contains “forward-looking information” within the meaning of applicable Canadian securities legislation. Often, but not always, forward-looking information and information can be identified by the use of words such as “plans”, “expects” or “does not expect”, “is expected”, “estimates”, “intends”, “anticipates” or “does not anticipate”, or “believes”, or variations of such words and phrases or state that certain actions, events or results “may”, “could”, “would”, “might” or “will” be taken, occur or be achieved. Forward-looking information in this news release includes statements regarding: Potential outcomes from the Company’s products being distributed by Chex throughout the northeastern United States, potential benefits of the distribution agreement with Chex as a way to expand the Company’s geographical footprint in the functional beverage category and the conditions of the functional beverage market. The forward-looking information reflects 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 information. Although the Company believes that the assumptions and factors used in preparing the forward-looking information are reasonable, undue reliance should not be placed on such information and no assurance can be given that such events will occur in the disclosed time frames or at all. Factors that could cause actual results or events to differ materially from current expectations include: (i) adverse market conditions; (ii) changes to the growth and size of the functional beverage markets; and (iii) other factors beyond the control of the Company. The Company operates in a rapidly evolving environment. New risk factors emerge from time to time, and it is impossible for the Company’s management to predict all risk factors, nor can the Company assess the impact of all factors on Company’s business or the extent to which any factor, or combination of factors, may cause actual results to differ from those contained in any forward-looking information. The forward-looking information included in this news release are made as of the date of this news release and the Company expressly disclaims any intention or obligation to update or revise any forward-looking information whether as a result of new information, future events or otherwise, except as required by applicable law.

The statements in this news release have not been evaluated by Health Canada or the U.S. Food and Drug Administration. As each individual is different, the benefits, if any, of taking the Company's products will vary from person to person. No claims or guarantees can be made as to the effects of the Company's products on an individual's health and well-being. The Company's products are not intended to diagnose, treat, cure, or prevent any disease.

This news release may contain trademarked names of third-party entities (or their respective offerings with trademarked names) typically in reference to (i) relationships had by Koios with such third-party entities as referred to in this release and/or (ii) client/vendor/service provider parties whose relationship with Koios is/are referred to in this release. All rights to such trademarks are reserved by their respective owners or licensees.

A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/39db2ade-c095-4b41-b3f7-1c1b5528a34f>

#### Pièces jointes:



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