

Southern California Grocery Chain Jensen's Begins Carrying KOIOS™ Nootropic Beverages

All five flavours of the Company's KOIOS™ nootropic beverage product are now being carried by Jensen's, a regional supermarket chain operating in the San Diego, Los Angeles, and Palm Springs areas of Southern California. This placement of KOIOS™ follows several other recent placements of the Company's beverage products in regional supermarket chains across the United States as part of a strategy to passively build market share in specific geographical areas.

DENVER, CO and VANCOUVER, BC, FEBRUARY 25, 2021 - Koios Beverage Corp. (CSE: KBEV; OTC: KBEVF) (the "Company" or "Koios") is pleased to announce that the full range of five flavours of its KOIOS™ nootropic beverages can now be purchased at all grocery stores operated by Jensen's Foods ("Jensen's"), a long-established family-owned grocery chain operating in the San Diego, Los Angeles, and Palm Springs areas of Southern California. In a press release dated [February 19, 2021](#), the Company announced another chain-wide placement of KOIOS™ nootropic beverages on the west coast of the United States with *Market of Choice* in Oregon. With this placement of KOIOS™ in Jensen's supermarkets, the Company's beverage products are now carried in approximately 180 retail stores on the west coast, out of a total of more than 4,000 retail stores nationwide.

The first Jensen's market was established in California in 1940 in Blue Jay (San Bernardino county), later expanding into a 25,000 square foot building which allowed for the addition of a bakery using traditional Danish recipes. The growth of Jensen's into a regional chain was led by its current President Gene Fulton, who began working at Jensen's as a cleaner at age 17 in 1957, and in 1970 arranged to purchase the market from its current owner Einer Jensen upon his retirement. In 1981, this acquisition was completed and Mr. Fulton promptly opened a new store in Cedar Glen, CA named *Jensen's Minute Shoppe*; a convenience store concept which is still in operation today along with another location in Rancho Mirage, CA. Throughout the remainder of the 20th century, 2000s and 2010s, Jensen's continued to open new supermarkets across Southern California, including locations in mountain communities such as Wrightwood and Running Springs. Jensen's now operates a total of eight grocery stores, which have proven to be remarkably desirable workplaces with several employees having worked for the Jensen's chain for nearly 40 years.

More information about Jensen's can be found on its website: <http://jensensfoods.com/>



Southern California grocery store chain Jensen's is now carrying all five flavours of the Company's KOIOS™ nootropic beverage, including in its Running Springs, CA location pictured above.

Image Source: [Jensen's Foods \(Facebook\)](#)

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To date in 2021, the Company has added its *KOIOS™* nootropic beverage and *Fit Soda™* functional beverage products to numerous regional grocery chains across the United States as part of a strategy to passively build market share and gather sales performance data of its products in specific geographical areas. Based on outcomes from these placements, the Company and its distribution partners can shape near-term and long-term decisions for a given region using such results as a baseline. Additionally, the Company anticipates that it could leverage these regional market placements to potentially secure shelf space in larger grocery chains in the United States.

Koios Chief Executive Officer Chris Miller commented, "California is a unique market when it comes to beverages because there have been numerous efforts by lawmakers to impose a statewide 'Soda Tax' or 'Sugary Drink Tax', and such taxes have been put into effect by several California municipalities to include San Francisco, Oakland, and Berkeley. At Koios, we pride ourselves in producing sugar-free beverages that have been shown to provide unique benefits which are relevant to a wide range of consumers. In the 80 years that Jensen's has been in business under family ownership, it goes without saying that they know a thing or two about picking products that are relevant to their client base in Southern California, and it is an honour for *KOIOS™* to be among the latest additions to their product mix."

On behalf of the Board of Directors of the Company,

KOIOS BEVERAGE CORP.

“Chris Miller”

Chris Miller, CEO, and Director

For further information, please contact:

Gina Burrus

844-255-6467

gina@koiosbeveragecorp.com

THE CANADIAN SECURITIES EXCHANGE (CSE) HAS NOT REVIEWED AND DOES NOT ACCEPT RESPONSIBILITY FOR THE ACCURACY OR ADEQUACY OF THIS RELEASE.

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 *KOIOS*[™] being carried by Jensen's grocery stores in Southern California. 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.

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