

# Koios Partners with Festival Foods to Expand Distribution of Fit Soda™ to all 40 Locations Across Wisconsin

DENVER, Colorado and VANCOUVER, British Columbia, July 5, 2023 (GLOBE NEWSWIRE) - **Koios Beverage Corp. (CSE: FIT; OTC: FITSF) (the "Company" or "Koios")** is thrilled to announce its expansion and placement of Fit Soda™ into all 40 Festival Foods locations across Wisconsin. Festival Foods is a renowned family-owned grocery company which operates stores throughout Wisconsin; they are known for their unwavering dedication to serving communities by providing high-quality products.

Koios has been rapidly expanding with the placement of Fit Soda™ in well-known regional grocery chains such as [Food Lion](#), [Roche Bros.](#), and [Sprouts Farmers Market](#), and the placement of KOIOS™ in well-known grocery chains such as [United Supermarkets, a subsidiary of Albertsons](#), [Ingles Markets](#), [Tony's Fresh Market](#), [Raley's](#), and [Harris Teeter](#). The Company's effort to place its KOIOS™ and Fit Soda™ beverages in regional and national grocery chains is part of its ongoing growth strategy to gain new placements in more national chains.

The partnership between Koios and Festival Foods aligns perfectly with the shared vision of both companies to promote healthier living and to provide high-quality products to their customers. Festival Foods, known for its commitment to sourcing local and premium products, recognizes the growing demand for healthier beverage choices. By adding Fit Soda's™ complete range of flavors, including favorites like Black Cherry Cola, Orange Cream, Root Beer Vanilla Float, and Sparkling Citrus, Festival Foods aims to cater to the evolving needs of its health-conscious customer base.

"We are thrilled to collaborate with Festival Foods and expand our reach to all of their locations," said Chris Miller, CEO of the Company. "Festival Foods' dedication to providing quality products aligns perfectly with our commitment to offering a healthier alternative in the beverage market. We believe that our innovative, low-calorie sodas will be well-received by Festival Foods customers and we are excited to introduce Fit Soda™ to a wider audience."

Fit Soda™ can be conveniently found at Festival foods through their [online store](#).

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

[ir@koiosbeveragecorp.com](mailto:ir@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 5,100 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 placement of Fit Soda™ in Festival Foods locations and the overall performance 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 the 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.