

## Ionic Brands Advances Into the Cannabis-Infused Beverage Market With Two Highly Sought-After Coffee Patents

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VANCOUVER, British Columbia, April 04, 2019 -- IONIC Brands Corp., formerly Zara Resources Inc. (CSE: IONC) (“**IONIC BRANDS**” or the “**Company**”) is pleased to announce that the Company is advancing into the cannabis-infused beverage market with two highly sought-after coffee patents.

IONIC BRANDS is entering into the infused beverage market with secured patents in the single-serve coffee and beverage pod market. CEO John Gorst states, “Single-cup coffee is a +\$4.5 billion market and the [National Coffee Association](#) has estimated more than 40% of Americans own a single-cup coffee maker. Securing these patents is a great foundation for IONIC BRANDS to enter into the cannabis-infused beverage industry and is complementary to our current premium luxury Cannabinoid products. We also see substantial development potential of new revenue streams through licensing infused coffee and tea brand partnerships.”

As recently announced on April 2, 2019, the patents position IONIC BRANDS to exclusively benefit from patented technology and provide strategic intellectual assets in the cannabis-infused beverage market, which is anticipated to keep pace or exceed other edible markets. The patents (62/037,827 & 15/837,623) are among the first cannabis patents in US history. These exclusive patents are for brewing cannabis infused coffee, tea and cocoa from CannaCafe which are granted in the US only. Cowen and Company recently released a report in which it pinpoints Starbucks as the likely first major chain that will market products featuring cannabinoids (CBD). Arcview Market Research indicates that “the consumer appeal is propelling concentrates toward an estimated \$8 billion in retail sales by 2022, outpacing growth in traditional flower sales.”

The original method patent was filed in August 2014 and issued on December of 2017. Since then Imbue LLC, CannaCafe’s parent company, has been granted approval for two additional utility patents, one for cannabis coffee, and the other for cannabis tea. The applications cover all commercial based extraction methods including but not limited to CO2, ethanol, and heat. Their ISO certified product is tasteless, 100% water soluble, and includes known cannabinoids such as THC and CBD. Chris Bhairam of CannaCafe commented, “Having worked with dozens of very successful cannabis companies in the past, we are extremely pleased to close a deal with IONIC BRANDS. They have perfected their craft, and strategically identified new markets for targeted growth. I look forward to seeing them scale and cementing themselves at the top of the industry as a trusted manufacturer of premium quality cannabis products.”

### **About IONIC Brands Corp**

IONIC BRANDS is a national cannabis holdings company based in Washington, led by a team of successful entrepreneurs. The company is focused on building a multi-state consumer-focused cannabis concentrate brand portfolio focusing on the premium and luxury segments. The cornerstone brand of the portfolio, IONIC, is an accomplished #1 vaporizer brand in Washington State. The Company has aggressively expanded throughout the west coast of the United States. IONIC is currently operating in Washington, Oregon and California. IONIC BRANDS strategy is to be the leader of the highest-value segments of the cannabis market and expand nationally.

### **ON BEHALF OF THE BOARD OF DIRECTORS**

*“John Gorst”*

John Gorst  
CEO and Director

For inquiries, please visit [www.ionicbrands.com](http://www.ionicbrands.com), by email [info@ionicbrands.com](mailto:info@ionicbrands.com) or call investor relations at 253-248-7920 (option 4).

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*All statements, other than statements of historical fact, included herein are forward-looking statements that involve various risks and uncertainties. There can be no assurance that such statements will prove to be accurate and actual results and future events could differ materially from those anticipated in such statements. The risks are without limitations: the price for cannabis and related products will remain consistent and the consumer demand remains strong; availability of financing to the Company to develop the retail locations; retention of key employees and management; changes in State and/or municipal regulations of retail operations and changes in government regulations generally. Important factors that could cause actual results to differ materially from the Company’s expectations are disclosed in the Company’s documents filed from time to time with the Canadian Securities Exchange, the British Columbia Securities Commission, the Ontario Securities Commission and the Alberta Securities Commission.*