

BevCanna Announces Premiere Infused Cannabis Beverage Brand

Inaugural brand exemplifies the iconic west coast identity

VANCOUVER, British Columbia--(BUSINESS WIRE)--July 8, 2019--BevCanna Enterprises Inc. ("BevCanna") (CSE:BEV), an emerging leader in infused innovations, is pleased to debut its first brand, Anarchist Mountain Beverages™. Anarchist Mountain Beverages will represent iconic West Coast attributes in all aspects of its brand identity and is formulated based on extensive consumer research.

The brand Anarchist Mountain Beverages was inspired by the site of BevCanna's bottling operations, on Anarchist Mountain, in the BC interior. It's a nod to the rich history of cultivation in the iconic region - both a longstanding legacy and notoriety within cannabis, and the 100+ wineries spread throughout the region.

The full brand portfolio will include a range of ready-to-drink beverages, shots, and powdered drink mixes. Each flavor is a distinctive, innovative, botanical taste experience, inspired by Cascadia and the plants found throughout the Pacific Northwest. The first products launching in Canada following the legalization of infused products in Oct 2019 will include refreshing, lightly sparkling, ready-to-drink THC-dominant beverages, well-suited for social occasions.

"Anarchist Mountain Beverages is a brand that speaks to the values held by the craft beer and cocktail consumer, a consumer who is now interested in exploring cannabis infused products," said Don Chisholm, Head of Brand and Innovation at BevCanna, and Founder of Vancouver based design agency, Dossier Creative. "The concept originated from a desire to both leverage research-validated consumer trends, and to celebrate an iconic regional identity, authentic to our unique operation."

The Anarchist Mountain Beverages brand will be a celebration of all the West Coast has to offer; starting with the inspiration of the bottling location and region-specific flavor profiles, then infusing BC-cultivated cannabis into pristine BC spring water, sourced through an on-site aquifer.

About BevCanna

BevCanna Enterprises Inc. (CSE: BEV) plans to develop and manufacture cannabinoid-infused beverages and consumer products for in-house brands and white label clients. With decades of experience creating, branding and distributing iconic brands that have resonated with consumers on a global scale, the team demonstrates an expertise unmatched in the emerging cannabis beverage category. Based in British Columbia, Canada, BevCanna has a 100-acre outdoor cultivation site in the fertile Okanagan Valley and the exclusive rights to a pristine spring water aquifer, as well as a world-class 40,000-square-foot, HACCP certified manufacturing facility, with a current bottling capacity of up to 72M bottles per shift/per annum. BevCanna's vision is to be a global leader in infused innovations.

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