

## **BevCanna to Participate in Cannabis Drinks Expo on July 25**

### *Cannabis-infused beverage experts will share results of North American consumer study on cannabis-infused beverages and products*

VANCOUVER, British Columbia--(BUSINESS WIRE)--July 23, 2019--Emerging leader in infused cannabis beverages, BevCanna Enterprises Inc. (CSE:BEV) ("**BevCanna**" or the "**Company**") is pleased to announce that it is a sponsor of the Cannabis Drinks Expo, the first global expo for cannabis beverages. The Expo is being held on July 25, 2019 in San Francisco.

"As legalization expands, and consumption continues to become normalized, we intend to build a global presence for our products and brands" said Emma Andrews, Chief Commercialization Officer at BevCanna. "We've just released the results of our extensive North American-wide consumer study, focused on consumption preferences in the cannabis infused beverage space, and expect these findings to resonate with our industry peers in attendance at the Expo. It validates that consumers across multiple markets including California, New York and Canada have a strong purchase intent, especially for beverages and edibles that contain CBD. Consumers identify with the potential for CBD to reduce/relieve pain, to help them achieve a more restful sleep, and to relax/unwind at the end of the day."

#### Study Highlights:

- On average 52% of respondents of LDA across all regions surveyed are likely to purchase CBD-infused non-alcoholic beverages
- Respondents across all regions would like a range of options in how they enjoy their cannabis beverages:
  - 65% would prefer a single-serve, ready to drink bottled beverage
  - 55% would try a single-serve, ready to drink small format shot
  - 47% would like to try a single-serve powder packet, dissolved in water

BevCanna is developing a range of ready-to-drink cannabis-infused beverage options in Canada, and is currently validating a unique and proprietary water-soluble powder through a joint R&D agreement in California. They are also working on GMP certification for their existing 40,000 sq. ft bottling plant near Osoyoos, BC, Canada. With additional Licensing by Health Canada, this will allow BevCanna to pursue global export.

"BevCanna is committed to taking on a leadership role within the cannabis-infused beverage landscape," added Andrews. "By participating in industry-leading events like the Cannabis Drinks Expo, and meeting with potential JV or licensing partners, we continue to advance the nascent cannabis-infused beverage category."

BevCanna is also a member of the Cannabis Beverage Producers Alliance, a unified body of manufacturers, industry professionals, and advisers who advocate for the safe, reliable and responsible production of legal cannabis beverages. The CBPA will also act as the voice of consumers; lobbying for the right to allow for responsible consumption choices within a framework of wide legal access, all the while ensuring public safety.

## **About BevCanna Enterprises Inc.**

BevCanna Enterprises Inc. (CSE: BEV) develops and manufactures 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.

## **Disclaimer for Forward-Looking Information**

This news release contains forward-looking statements under applicable securities laws, including the statement that BevCanna intends to participate in Cannabis Drinks Expo on July 25 and will share results of North American consumer study on cannabis-infused beverages and products; that as legalization expands, and consumption continues to become normalized, BevCanna intends to build a global presence for its products and brands; and that additional licensing by Health Canada will allow BevCanna to pursue global export.

These statements are based on certain assumptions regarding anticipated changes to Canadian federal legislation to legalize infused beverages; the continued normalization of cannabis-infused beverage consumption habits; and the issuances of licences by Health Canada to the Company. Readers are cautioned not to place undue reliance on forward-looking statements. The assumptions of the Company, although considered reasonable by it at the time of preparation, may prove to be incorrect. In addition, forward-looking statements necessarily involve known and unknown risks, including, without limitation, risks associated with future legislative and regulatory developments; the Company not being issued licences by Health Canada; and other risks. Such information, although considered reasonable by management at the time of preparation, may prove to be incorrect and actual results may differ materially from those anticipated. The Company disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

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