

## **BevCanna Launches Gräv Beverages™ Brand**

### **Brand represents an easy-drinking range of cannabis-infused iced tea beverages**

VANCOUVER, British Columbia--(BUSINESS WIRE)--August 12, 2019--BevCanna Enterprises Inc. ("BevCanna" or the "Company") (CSE:BEV), an emerging leader in infused innovations, is excited to announce the debut of its latest cannabis infused brand, Gräv Beverages™.

The Gräv Beverages brand represents an easy-drinking range of cannabis-infused iced tea beverages.

Formulated for wide appeal, Gräv helps you relax, unwind and quench your thirst after a day in the sun, playing in the garden, at the office, or the water's edge. Enjoying a Gräv allows you to experience the vibrant energy that surrounds us and become immersed in the easy-going rhythm of a beautiful day.

The brand embodies the delight we have in connecting with others and ourselves. It sets the pace for reveling in the moment. It's a lively and approachable brand – grooving to the music of life.

The Gräv Beverages range of iced tea products was developed in response to BevCanna's recently completed extensive North American-wide consumer study, which focused on product and consumption preferences within the cannabis-infused beverage market.

"Iced tea was among the top five performing concepts, among 25 product concepts tested," said Emma Andrews, Chief Commercialization Officer at BevCanna. "We are also choosing to launch this brand with a balanced THC and CBD profile (1:1 ratio), in order to provide consumers with a mild, yet effective cannabis experience."

Gräv Beverages will be one of the first brands launched by BevCanna in the U.S., and in Canada following the legalization of infused products in Oct 2019. The Company will commercialize a 375ml ready-to-drink beverage, with 5mg of THC & 5mg of CBD infused in an alkaline spring water base. The innovation pipeline also includes powdered drink mixes.

Get in the Gräv.

### **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.

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

This news release contains forward-looking statements under applicable securities laws, including the statements that Griv Beverages will be one of the first brands launched by BevCanna in the U.S., and in Canada following the legalization of infused products in Oct 2019; that the Company will commercialize a 375ml ready-to-drink beverage, with 5mg of THC & 5mg of CBD infused in an alkaline spring water base; statements with respect to the development and manufacturing of cannabinoid-infused beverages and consumer products for in-house brands and white label clients; the emerging cannabis beverage category; and the business plans of the Company.

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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