

BevCanna Launches Jase™ Brand Cannabis-Infused Beverage Powder

Infused beverage expert adds exciting pomegranate lemonade ready-to-mix powder to its portfolio of cannabis-infused beverages

VANCOUVER, April 6, 2020 /CNW/ - Emerging leader in cannabis-infused beverages [BevCanna Enterprises Inc.](#) ("BevCanna" or the "Company") (CSE:BEV, Q:BVNNF, FSE:7BC) is excited to announce the debut of its latest cannabis-infused beverage brand, [Jase™](#).

Created with an appealing pomegranate lemonade flavour, Jase will be available for sale in licensed dispensaries in California this year. Jase will be offered in a ready-to-mix single-serve powder, infused with 10 mg of THC, and available in 10-pouch box.

The Jase brand distinctly evokes "California Cool" - the endless summer sun combined with a vibrant hedonism. The mood is upbeat. The style, bold. The attitude, confident. Coined from "ganja", the Sanskrit word for hemp or cannabis, and the word "base", Jase suggests a brand that is approachable, upbeat and bold.

"When conducting our North-America wide consumer study, it was quickly apparent that lemonade was seen as one of most popular flavours," said John Campbell, Chief Strategy Officer at BevCanna. "We were inspired by the idea of creating a vibrant, bold lemonade beverage that consumers could enjoy on sociable occasions, and we liked the idea of it being easily portable. Consumers can add the powder to their choice of still or sparkling waters to create a personalized experience."

Developed in response to BevCanna's extensive North American-wide consumer study, which focused on product and consumption preferences within the cannabis-infused beverage market, Jase joins BevCanna's roster of recently released ready to drink brands, including the Anarchist Mountain Beverages™ line of botanical-flavoured sparkling beverages and the Gräv Beverages™ line of iced teas.

Jase - Let's shake thing up.

About BevCanna Enterprises Inc.

BevCanna Enterprises Inc. (CSE: BEV, Q:BVNNF, FSE:7BC) 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 292-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 210M bottles.

On behalf of the Board of Directors:

John Campbell, Chief Financial Officer and Chief Strategy Officer
Director, BevCanna Enterprises Inc.



BevCanna Launches Jase™ Brand Cannabis-Infused Beverage Powder (CNW Group/BevCanna Enterprises Inc.)

Disclaimer for Forward-Looking Information

This news release contains forward-looking statements under applicable securities laws, including the statements that Jase will be available for sale in licensed dispensaries in California this year and will be offered in a ready-to-mix single-serve powder, infused with 10 mg of THC, and available in 10-pouch box. These statements are based on certain assumptions regarding the future business plans of 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 in Canada and the United States; adverse market conditions; and other factors beyond the control of the Company. 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.

SOURCE BevCanna Enterprises Inc.

View original content to download multimedia:

<http://www.newswire.ca/en/releases/archive/April2020/06/c8058.html>

%SEDAR: 00046097E

For further information: For media enquiries or interviews, please contact: Wynn Theriault, Thirty Dash Communications, 416-710-3370, wynn@thirtydash.ca; For investor inquiries, please contact: Luca Leone, BevCanna Enterprises Inc., 604-880-6618, luca@bevcanna.com

CO: BevCanna Enterprises Inc.

CNW 08:30e 06-APR-20