

BevCanna's Naturo Group Announces Partnership with Leading U.S. Inventory and Fulfillment Technology Provider

The award-winning logistics platform will accelerate launch of the TRACE line of products to consumers and retailers across the United States

VANCOUVER, British Columbia--(BUSINESS WIRE)--May 28, 2021--Emerging leader in innovative health and wellness beverages and products, BevCanna Enterprises Inc. (CSE:BEV, Q:BVNNF, FSE:7BC) ("**BevCanna**" or the "**Company**") announces today that it has signed a partnership with a leading U.S. inventory and fulfillment technology platform provider. The new partnership brings BevCanna a flexible, reliable fulfillment platform that uses cloud-based logistics to help businesses manage and fulfil inventory.

Recently recognized by Fast Company magazine as one of the World's Most Innovative Companies, the logistics provider works with thousands of customers in every vertical, including many Fortune 500 brands. The unified technology platform allows merchants to manage orders, optimize fulfilment and shipping, and generate insights into their supply chain data, handling storage, fulfillment and transportation from a single interface. With one of the ten largest warehouses networks in the U.S., partners such as BevCanna gain immediate access to hundreds of professionally operated fulfillment centers strategically located throughout the United States and access two-day shipping anywhere in the country.

"We're pleased to be able to leverage this unique logistics systems in the U.S. launch of our TRACE line of products," said Melise Panetta, President of BevCanna. "Employing this sophisticated cloud-based platform will allow us to accelerate our launch across the country and ensure seamless delivery of our TRACE products to retailers nation-wide."

About BevCanna Enterprises Inc.

BevCanna Enterprises Inc. (CSE:BEV, Q:BVNNF, FSE:7BC) is a diversified health & wellness beverage and natural products company. BevCanna develops and manufactures a range of alkaline, plant-based, and cannabinoid beverages and supplements for both in-house brands and white-label clients.

With decades of experience creating, manufacturing and distributing iconic brands that resonate with consumers on a global scale, the team demonstrates an expertise unmatched in the nutraceutical and cannabis-infused beverage categories. Based in British Columbia, Canada, BevCanna owns a pristine alkaline spring water aquifer and a world-class 40,000-square-foot, HACCP certified manufacturing facility, with a bottling capacity of up to 210M bottles annually. BevCanna's extensive distribution network includes more than 3,000 points of retail distribution through its market-leading TRACE brand, its Pure Therapy natural health and wellness e-commerce platform, its fully licensed Canadian cannabis manufacturing and distribution network, and a partnership with #1 U.S. cannabis beverage company Keef Brands.

On behalf of the Board of Directors:

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

Disclaimer for Forward-Looking Information

This news release contains forward-looking statements. All statements, other than statements of historical fact that address activities, events or developments that the Company believes, expects or anticipates will or may occur in the future are forward-looking statements. Forward-looking statements in this news release include statements regarding: the partnership with a leading U.S. inventory and fulfillment technology platform provider and its terms and anticipated benefits; that it will accelerate the launch across the country and ensure seamless delivery of TRACE products to consumers and retailers nation-wide; that the Company will be able to leverage this unique logistics systems in the U.S. launch of the TRACE line of products; that partners such as BevCanna gain immediate access to hundreds of professionally operated fulfillment centers strategically located throughout the United States and access two-day shipping anywhere in the country; and other statements regarding the business plans of the Company. The forward-looking statements reflect management's current expectations based on information currently available and are subject to a number of risks and uncertainties that may cause outcomes to differ materially from those discussed in the forward-looking statements.

Although the Company believes that the assumptions inherent in the forward-looking statements are reasonable, forward-looking statements are not guarantees of future performance and, accordingly, undue reliance should not be put on such statements due to their inherent uncertainty. Factors that could cause actual results or events to differ materially from current expectations include, among other things: general market conditions; changes to consumer preferences; and volatility of commodity prices; and other factors beyond the control of the parties. 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, and the Company does not assume any liability for disclosure relating to any other company mentioned herein.

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