

BevCanna Awarded Health Canada Industrial Hemp Cultivation License

Highly-coveted license advances plan to launch range of CBD-infused beverages and infused products

VANCOUVER, British Columbia--(BUSINESS WIRE)--July 3, 2019--Emerging leader in infused innovations, **BevCanna Enterprises Inc.** (BevCanna) (CSE:BEV) announced today that it has been awarded an Industrial Hemp Cultivation License from Health Canada, pursuant to the Cannabis Act (Canada) (the "Hemp License"). This highly-coveted license is a significant step in BevCanna's plan to launch a portfolio of CBD-infused beverages and other consumable products. BevCanna also anticipates the issuance of their Standard Processing and Research Licenses from Health Canada.

Securing this first license allows BevCanna to produce low-cost, high-quality, sun-grown hemp biomass for extraction of cannabidiol (CBD), derived from their 100-acre outdoor cultivation site in the highly fertile Okanagan region of British Columbia. Extracted CBD is then infused into premium spring water, sourced from a pristine and naturally alkaline aquifer, to which BevCanna holds exclusive rights in partnership with Naturo Springs. The unique combination will be the basis for a range of innovative CBD beverage products, for both in-house brands and white-label clients.

"Our vision is to create a compelling portfolio of products that appeal to a wide variety of consumer tastes," said Marcello Leone, CEO of BevCanna. "Consumers want choice in their CBD-infused products, and we plan to fill that gap in the market. Building on our decades of experience in developing, bottling and marketing premium quality beverages, we have the infrastructure and resources to develop quickly into a vertically-integrated operation. This puts us squarely on the path to becoming category leaders in the infused products landscape."

"We're also pleased that this license allows us to further expand our presence and identity as a B.C.-based company," continued Leone. "We take great pride in our B.C. roots and we've continued to grow and bring prosperity to the region over the past ten years, through our Naturo Springs operation. This license enhances our ability to contribute in a meaningful and prosperous way to the B.C. economy."

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. BevCanna's vision is to be a global leader in infused innovations.

Contacts

For media enquiries or interviews:

Wynn Theriault, Thirty Dash Communications
416-710-3370
wynn@thirtydash.ca

For investor inquiries:

Luca Leone, BevCanna Enterprises Inc.
604-880-6618
luca@bevcanna.com