

BevCanna Enterprises Announces Appointment of Premium Beverage Pioneer Douglas Mason to Independent Advisory Board

VANCOUVER, BC, July 27, 2020 /CNW/ - Emerging leader in infused cannabis beverages, BevCanna Enterprises Inc. (CSE:BEV, Q:BVNNF, FSE:7BC) ("BevCanna" or the "Company"), announced today that its board of directors has appointed beverage industry pioneer Douglas Mason to its Independent Advisory Board, effective July 20th, 2020.

As an experienced C-level executive and board member in the hemp processing and natural foods sector, Mr. Mason is well-known for his nearly twenty years leading the iconic Canadian premium beverage company **Clearly Canadian Beverage Corporation** (now known as Clearly Food & Beverage Company Ltd.) (NASDAQ:CCBC). In his role as Founder and CEO, he led the company to annual sales of more than \$155 million. Mr. Mason will provide valuable guidance and beverage expertise to BevCanna as it continues on its rapid growth trajectory, and will work with the Company on identifying and securing domestic and international M&A opportunities.

Mr. Mason now retains board-level roles at a number of public companies, including the role of Board Chair at Californian cannabis company TransCanna Holdings Inc. (CSE:TCAN). As a member of the Board of Directors for hemp processor and natural food manufacturer Naturally Splendid Enterprises Ltd. for four years (2015-2019), Mr. Mason also served as CEO from 2017 – 2019.

"We're very pleased to add an expert of Mr. Mason's breadth and calibre to the BevCanna team," said John Campbell, Chief Strategic Officer of BevCanna. "His significant experience in both the natural foods and the premium beverages sectors will be invaluable as we begin to develop our domestic and international beverage commercialization strategies. We'll also leverage his experience within the Californian cannabis industry as we grow our business in that marketplace."

"BevCanna is at the forefront of a major disruption within the premium recreational beverage category," said Mr. Mason. "I'm excited to join the company at this critical stage in its development and am confident that my experience within the sector can be an asset to the organization."

A life-long resident of the Vancouver area, Mr. Mason is also active in the B.C. philanthropic community. He is a Board member and Investment Committee Chair of the B.C. Sports Hall of Fame and Museum Foundation, Director of the Fraser River Sturgeon Conservation Society and past Deputy Chair of the Collingwood School Board of Trustees. Mr. Mason is an active supporter and participant recruiter for the Rick Hansen Institute.

BevCanna also announced today that it has entered into a marketing and investor relations agreement (the "Agreement") dated July 22nd, 2020 with [Aktiencheck.de](https://www.aktiencheck.de) AG (the "Consultant") pursuant to which the Consultant has agreed to provide certain corporate branding, marketing, online corporate communications and investor relations services to the Company for a term of one month, for total cash consideration of €50,000, which was paid upon entry into the Agreement.

About BevCanna Enterprises Inc.

BevCanna Enterprises Inc. (CSE: BEV, Q:BVNNF, FSE:7BC) BevCanna Enterprises Inc. 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 Okanagan Valley and the exclusive rights to a pristine spring water aquifer, access to a world-class 40,000-square-foot, HACCP certified manufacturing facility, with a current bottling capacity of up to 210M bottles per annum. BevCanna's vision is to be a global leader in infused innovations.

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 information that involves various risks and uncertainties regarding future events. Such forward-looking information can include without limitation statements based on current expectations involving a number of risks and uncertainties and are not guarantees of future performance of the Company. Forward-looking statements made in this news release relate to: that the new advisory board member will provide valuable guidance and beverage expertise to BevCanna as it continues on its rapid growth trajectory, and will work with the Company on identifying and securing domestic and international M&A opportunities, and that the new advisory board member's significant experience in both the natural foods and the premium beverages sectors will be invaluable as the Company begins to develop its domestic and international beverage commercialization strategies; that the Company will also leverage the new advisory board member's experience within the Californian cannabis industry as the Company grows its business in that marketplace; and other matters relating to the Company's business plans. There are numerous risks and uncertainties that could cause actual results and the Company's plans and objectives to differ materially from those expressed in the forward-looking information, including the inability of the Company to obtain necessary licences from Health Canada with respect to cannabis; and adverse market conditions. Actual results and future events could differ materially from those anticipated in such information. These and all subsequent written and oral forward-looking information are based on estimates and opinions of management on the dates they are made and are expressly qualified in their entirety by this notice. The Company disclaims any intent or obligation to update publicly any forward-looking information, whether as a result of new information, future events or results or otherwise, other than as required by applicable securities laws, and the Company does not assume any liability for disclosure relating to any other company mentioned herein.

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CO: BevCanna Enterprises Inc.

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