

Yerbaé Expands Distribution, Secures Authorization with Kroger Division-Pick n Save

SCOTTSDALE, Ariz.--(BUSINESS WIRE)--January 9, 2024--Yerbaé Brands Corp. (TSX-V: YERB.U; OTCQX: YERBF) (“Yerbaé” or the “Company”), a plant-based energy beverage company, announced a significant expansion in its distribution channels through a strategic partnership with Pick n Save, a mid-west supermarket chain owned by Kroger.

In another noteworthy development with Kroger, Yerbaé's products have been officially authorized by Pick n Save for distribution across all locations. The authorization with Pick n Save expands Yerbaé's retail footprint, providing increased accessibility for consumers across Wisconsin.

Starting January 10, 2023, consumers can find Yerbaé's four premium SKUs—Mango Passionfruit, Black Cherry Pineapple, Yuzu Lime, and Classic Lemonade— within Pick n Save locations across Wisconsin. This expansion not only highlights Yerbaé's dedication to providing innovative and health-conscious beverage options but also signifies the brand's strategic vision for enhanced market accessibility.

"We are thrilled to announce our partnership with Pick n Save. This strategic alliance not only enables us to introduce Yerbaé's plant-based beverages to a wider audience throughout the entire state of Wisconsin but also enhances Yerbaé's increasing demand in the Midwest marketplace." said Seth Smith, Vice President Sales of Yerbaé Plant-Based Energy.

The integration of Pick n Save into Yerbaé's distribution network represents another substantial milestone in the company's trajectory, marking considerable growth and an expanded market reach.

About Yerbaé

Yerbaé Brands Corp.,(TSXV: YERB.U; OTCQX: YERBF) makes great-tasting energy beverages with yerba mate and other premium, plant-based ingredients. All Yerbaé energy beverages are zero calorie, zero sugar, non-GMO, vegan, kosher, keto-friendly, paleo-approved, gluten free and diabetic-friendly. Founded in Scottsdale, AZ in 2017, Yerbaé seeks to disrupt the energy beverage marketplace by offering a no-compromise energy solution, with input and support from its recently-announced Yerbaé Advisory Board, Sports and Entertainment. Find us @DrinkYerbae on Instagram, Facebook, Twitter/X and TikTok, or online at <https://yerbae.com>.

Disclaimer for Forward-Looking Information

This news release contains forward-looking statements relating to the Company. Statements in this news release that are not purely historical are forward-looking statements and include any statements regarding beliefs, plans, expectations or intentions regarding the future, including: the anticipated use of proceeds of the Offering; that Yerbaé will receive the necessary approvals from the TSXV or otherwise for the closing of the Offering and the Media Specialists Agreement; that Yerbaé will deliver consistent growth; and Yerbaé's ability to be a leading player in the

plant-based functional energy beverage industry. Forward-looking statements are based on assumptions and are subject to a number of risks and uncertainties, many of which are beyond our control, which could cause actual results to differ materially from those that are disclosed in or implied by such forward-looking statements. The material assumptions supporting these forward-looking statements include, among others, that the Company will receive the necessary final approval for the Offering and the Media Specialists Agreement; that the demand for the Company's products will continue to significantly grow; that the past production capacity of the Company's co-packing facilities can be maintained or increased; that there will be increased production capacity through implementation of new production facilities, new co-packers and new technology; that there will be an increase in number of products available for sale to retailers and consumers; that there will be an expansion in geographical areas by national retailers carrying the Company's products; that the Company's brokers and distributors will continue to sell and prioritize the Company's products; that there will not be interruptions on production of the Company's products; that there will not be a recall of products due to unintended contamination or other adverse events relating to the Company's products; and that the Company will be able to obtain additional capital to meet the Company's growing demand and satisfy the capital expenditure requirements needed to increase production and support sales activity. Actual results could differ from those projected in any forward-looking statements due to numerous factors. Such factors include, among others, governmental regulations being implemented regarding the production and sale of energy drinks; the fact that consumers may not embrace and purchase any of the Company's products; additional competitors selling energy drinks reducing the Company's sales; the fact that the Company does not own or operate any of its production facilities and that co-packers may not renew current agreements and/or not satisfy increased production quotas; the potential for supply chain interruption due to factors beyond the Company's control; the fact that there may be increases in costs and/or shortages of raw materials and/or ingredients and/or fuel and/or costs of co-packing; the fact that there may be a recall of products due to unintended contamination; the inherent uncertainties associated with operating as an early stage company; changes in customer demand and the fact that consumers may not embrace energy drink products as expected or at all; the extent to which the Company is successful in gaining new long-term relationships with new retailers and retaining existing relationships with retailers, brokers, and distributors; the Company's ability to raise the additional funding that it will need to continue to pursue its business, planned capital expansion and sales activity; and competition in the industry in which the Company operates and market conditions.

These forward-looking statements are made as of the date of this news, and the Company assumes no obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those projected in the forward-looking statements, except as required by applicable law, including the securities laws of the United States and Canada. Although the Company believes that any beliefs, plans, expectations and intentions contained in this presentation are reasonable, there can be no assurance that any such beliefs, plans, expectations or intentions will prove to be accurate. Readers should consult all of the information set forth herein and should also refer to the risk factors disclosure outlined in greater detail under "Risk Factors" in the Company's Information Circular dated November 15, 2022 available on SEDAR at www.sedar.com.

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

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