

Yerbaé Introduces Two New On Trend Flavors: Lemonade & Yuzu Lime

SCOTTSDALE, Ariz.--(BUSINESS WIRE)--March 16, 2023--Yerbaé Brands Corp. (TSXV: YERB.U) (“**Yerbaé**” or the “**Company**”), a plant-based energy beverage company, announced today the release of two new on trend flavors: Lemonade and Yuzu Lime. These additions to Yerbaé’s line of functional Plant-Based beverages will be available in April 2023.

"The team at Yerbaé is thrilled to introduce these two delicious flavors to our customers. Lemonade is a classic summer favorite, while Yuzu Lime brings a unique, refreshing citrus twist to our line of beverages. We are always looking for ways to innovate and bring new, exciting flavors to our customers. Lemonade and Yuzu Lime are our next step in that quest and we are excited to introduce these flavors to our customers," said Todd Gibson, CEO of Yerbaé.

In its 2021 Energy Drink Report, Mintel noted that “61% of energy drink consumers sometimes or often switch energy drink brands” and typically do so, “to enjoy different energy drink flavors.” They go on to write that, “Flavor innovation is key for keeping consumers engaged with an energy drink brand”, which is exactly where Yerbaé has focused its efforts. Mintel concludes by suggesting that the growth in total energy drink sales from 2017 to 2020 can be attributed to three things: the launch of new energy drink flavors, the success of fitness energy drinks, and consumer interest in zero-sugar varieties.

Yerbaé’s plant-based functional beverages are designed to be simple, clean and delicious with minimal ingredients that provide a boost of energy and a refreshing, unique taste. In addition to Lemonade and Yuzu Lime, Yerbaé offers a range of other flavors, including Black Cherry Pineapple and Mango Passionfruit which are some of the most popular flavors in the energy drink market.

To learn more, join Yerbaé’s mailing list for important updates and offers:

<https://investors.yerbae.com>

About Yerbaé Brands Corp.

Founded in 2017 by Todd Gibson and Karrie Gibson, Yerbaé Brands Corp., (TSXV: YERB.U) is disrupting the energy beverage marketplace with great tasting, zero sugar, zero calorie beverages, while using plant-based ingredients that are designed to meet the needs of the wellness forward consumer. Harnessing the power of nature, Yerbaé’s celebrity ingredient (Yerba Mate) is known to produce 196 different vitamins, minerals and nutrients that also produces caffeine.

By combining Yerba Mate, a South American herb with its premium ingredients and flavors, Yerbaé provides consumers with a no compromise energy solution. All Yerbaé energy beverages are zero calorie, zero sugar, non-GMO, and gluten free.

Find us @DrinkYerbae on Instagram and Facebook

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: that Yerbae will deliver consistent growth and that Yerbae is 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 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.

Contacts

For further information on Yerbaé Brands Corp.:

Yerbaé Brands Corp.

Investor Relations

investors@Yerbae.com

+1 (480) 471-8391

<https://Yerbae.com/>