

Yerbaé CrossFit Athletes Headed to Semifinals for 2023 Season

Yerbaé is pleased to announce their roster of athletes that are heading to the semifinals for the 2023 season

SCOTTSDALE, Ariz.--(BUSINESS WIRE)--May 23, 2023--Yerbaé Brands Corp. (TSXV: YERB.U) (“**Yerbaé**” or the “**Company**”), a plant-based energy beverage company, announced that several of their sponsored athletes and teams have advanced to the semifinals for the 2023 season. This is a major accomplishment for Annie Thorisdottir, three CrossFit Invictus Teams (Unconquerable, Sea of Green and CF Invictus), and Shaylin Laure. Yerbaé is proud to support their journey to the CrossFit Games in 2023.

“We are incredibly proud of all of our Yerbaé sponsored athletes and teams for their amazing achievement in advancing to the semifinals and we want to send an extra congratulations to Sam Dancer and James Sprague who have already punched their ticket to the CrossFit Games,” said Karrie Gibson, Co-Founder and Member of the Board of Directors of Yerbaé Plant-Based Energy. “Their dedication, commitment, and perseverance are truly inspiring, and we are honored to be a part of their journey to the games in Madison, WI and their dreams of becoming the fittest athlete in the world. We believe that our beverages can play an important role in helping athletes perform at their best and we are thrilled to see Team Yerbaé succeed and look forward to cheering them on as they compete in the semifinals and the CrossFit Games!”

Yerbaé has been a supporter of CrossFit and its athletes for over 3 years, recognizing the values of hard work, determination, and the pursuit of excellence that are shared by both the sport and the Company. As a leading provider of energizing, plant-based beverages, Yerbaé understands the importance of proper nutrition and hydration for athletes of all levels.

The North American West semifinals will take place at the Pasadena Convention Center in Pasadena, CA on May 25-28. Yerbaé wishes all athletes the best of luck and looks forward to continuing its support of the CrossFit community.

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., contact:
Yerbaé Brands Corp.
Investor Relations
E: investors@Yerbae.com
P: +1 (480) 471-8391
W: <https://Yerbae.com/>