



Kona Gold Beverage, Inc. Signs Distribution Agreement with Lipman Brothers to Distribute OOH LA Lemin in Tennessee

Melbourne, FL February 9, 2021 /PRNewswire/ -- Kona Gold Beverage, Inc. (OTCQB: KGKG), a holding company focused on product development in the better-for-you and hemp and CBD functional beverage sector, is pleased to announce it has signed a distribution agreement with Tennessee based Lipman Brothers. Lipman Brothers will distribute OOH LA Lemin throughout the state of Tennessee for the Company.

Established in 1939, Lipman Brothers was the first distributor of wine and spirits in Tennessee. With an extensive wholesale portfolio of wine, spirits, beer, bottled water, mixers, Riedel crystal and cigars; Lipman Brothers has proven leadership in the marketplace for more than 80 years. Lipman Brothers' corporate headquarters is located in Nashville, TN, with additional facilities in East Tennessee. The company services all trade channels including retail, grocery, convenience and bars/restaurants.

Lipman Brothers is committed to being the Distributor of Choice to three important constituencies: retailers, suppliers and consumers. The company delivers wine, spirits and beer to 74 of the 96 Tennessee counties, representing over 77% of the state's population. As a family-owned and operated enterprise, Lipman Brothers continues to serve as an educational resource for both trade and consumer markets.

“We are excited to begin this new partnership as we continue to broaden our presence in the Southeast,” stated Chris Selinger, VP of Sales of Kona Gold Beverage, Inc. “Lipman Brothers further expands our distribution capabilities into the great state of Tennessee. This partnership solidifies Kona Gold Beverages strategy to increase the availability of our brands through DSD distribution as well as regional and national chain authorizations.”

For more information regarding Lipman Brothers please visit:
<https://lipmanbrothers.com/>

For more information regarding Kona Gold Beverage, please visit:
<https://konagoldbeverage.com/>

About Kona Gold Beverage, Inc.

Kona Gold Beverage, Inc., a Delaware corporation, has created wholly-owned subsidiaries, Kona Gold LLC, HighDrate, LLC, and Gold Leaf Distribution, LLC. Kona Gold, LLC has developed a premium Hemp-Infused Energy Drink line; please visit its website at www.konagoldhemp.com. HighDrate, LLC has developed the beverage industry's first CBD-Infused Energy Water, available in 6 delicious flavors; please visit its website at www.highdrateme.com. Gold Leaf Distribution, LLC was created to fill the Company's distribution needs in markets that it wants to enter quickly; please visit its website at www.goldleafdist.com. Kona Gold Beverage, Inc. recently acquired S&S Beverage, Inc., which

manufactures and distributes LEMIN Superior Lemonade line; please visit its website at www.drinklemin.com. Kona Gold and its family of companies are located on the east coast of Florida in Melbourne and in Greer, South Carolina.

Safe Harbor Statement:

The information posted in this release may contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. You can identify these statements by use of the words “may,” “will,” “should,” “plans,” “expects,” “anticipates,” “continue,” “estimate,” “project,” “intend,” and similar expressions. The Company may also make written or oral forward-looking statements in its filings with the U.S. Securities and Exchange Commission, in press releases and other written materials, and in oral statements made by its officers, directors or employees to third parties. There can be no assurance that such statements will prove to be accurate. The Company cautions that these forward-looking statements are further qualified by other factors including, but not limited to, those set forth in the Company’s Registration Statement on Form S-1. Forward-looking statements involve risks and uncertainties that could cause actual results to differ materially from those projected or anticipated. These risks and uncertainties include, but are not limited to, general economic and business conditions, effects of continued geopolitical unrest and regional conflicts, competition, changes in technology and methods of marketing, delays in completing various engineering and manufacturing programs, changes in customer order patterns, changes in product mix, continued success in technological advances and delivering technological innovations, shortages in components, production delays due to performance quality issues with outsourced components, and various other factors beyond the Company’s control. The Company does not undertake any obligation to update publicly or to revise any statements in this release, whether as a result of new information, future events, or otherwise.

Investor Relations Contact:

Robert Clark

844-714-2224

investorrelations@konagoldbeverage.com