



Kona Gold Beverage, Inc. Announces Distribution Partnership with Wisconsin based Central City Distribution Company

Central City Distribution Company to distribute Kona Gold Hemp Energy Drinks throughout the state of Wisconsin

Melbourne, FL June 13, 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 its new distribution partnership with Wisconsin based distributor, Central City Distribution Company. Central City Distribution Co will be distributing the Company's popular Kona Gold Hemp Energy drinks throughout the state of Wisconsin. Central City Distribution Co, established in 2000, operates across the great state of Wisconsin, delivering to key chain accounts, such as Woodman's, Festival Foods, Save a Lot, BP, Mobil, Citgo, Walgreens, and more.

Kona Gold has sent members of its team to Wisconsin to kick off Central City Distribution Co this week. They will be assisting in opening new retail accounts, along with dropping in Kona Gold Hemp Energy Drink displays into the market. Work has already begun to get Kona Gold Hemp Energy Drinks into the grocery and convenience store chains that Central City Distribution Co already delivers to.

"I'm excited to announce our new distribution partnership with Wisconsin based Central City Distribution Company who will be distributing our Kona Gold Hemp Energy Drinks," stated Robert Clark, CEO of Kona Gold Beverage, Inc. "Central City Distribution Co is an established distributor who has the focus factor we look for in distribution partners. Our team is in Wisconsin this week to kick off Central City Distribution Co, ride with their sales team, and get Kona Gold into key accounts."

Mr. Clark continued, "Central City Distribution Co is one of several distribution partners we have been working with to bring on Kona Gold Hemp Energy drinks to new markets as we continue to create strategic partnerships that will increase market share for all of our brands."

Kona Gold Beverage recently announced its net revenues for Q2 were the biggest in Company history for a single quarter in almost 6 years of its existence. 2021 Q2 revenues were approximately \$830,000, with an additional \$45,000 of open sales orders not yet invoiced. The Company announced it anticipate third quarter revenues to be approximately \$1,000,000, building upon its second quarter growth.

For more information regarding Central City Distribution Company, please visit:

<https://www.centralcitydist.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