



## **Kona Gold Beverage, Inc Partners with Strategy & Execution Inc to Accelerate Beverage Growth in 2023**

### **Ooh La Lemn Lemonades now available in various Walmart locations around the country**

Melbourne, FL November 29, 2022 -- Kona Gold Beverage, Inc. (OTCQB: KGKG), a holding company focused on product development in the better-for-you and functional beverage sector is pleased to announce it has recently entered into an agreement with Strategy & Execution Inc (“SEI”) to accelerate growth of its beverage portfolio over the next three years and beyond. SEI will operate as Kona Gold Beverage Brands sales management, distribution, strategy, and execution leadership resource for the US Market. SEI will also be interacting with Kona Gold Beverage’s marketing team to make recommendations, advise, and request what is needed for all channels and collaborate in the yearly planning process. The current relationships and brand portfolio that SEI has in the market will undoubtedly drive the Kona Gold Beverage Brands go-to-market objectives.

SEI’s combined 70+ years of hands-on experience and expertise, allows them to provide a beneficial and functional perspective that offers value to their customers. Diverse experiences in product design, innovative thinking, transparency in decision-making, brand metrics, executive management, sales and strategic marketing is the key to their successful business and their clients. The SEI team selectively and transparently works on a limited number of projects or brands as an extension of their clients actual teams. “We only work on long-term projects and only add a few each year, which allows us to focus and maximize our relationships with retailers and distributors alike to identify efficient solutions for our partners”, stated Bryon Evans, CEO of Strategy & Execution Inc.

“I’m excited to share with our stockholders the recent partnership with Strategy & Execution,” stated Robert Clark, CEO of Kona Gold Beverage, Inc. “SEI works with some of the biggest emerging brands where they have taken those brands from having no distribution partners across the United States to having 100% U.S. distribution coverage in a short time. SEI’s current team of 12 will become an extension of the Kona Gold Beverage’s team. Together, they will accelerate market growth by utilizing their current partner network that includes distributors and retail chains around the country.”

Clark added, “Work has already begun on setting up meetings with grocery/retail chains and distributors. Over the next few months, we will be announcing new retail and distribution partnerships as they come to fruition.”

Kona Gold Beverage recently announced the rollout of its Ooh La Lemn Lemonades in over 250 Walmart Supercenters across 12 states. The rollout has already begun and shelves will continue to be filled by the Company’s distribution partners throughout the month of November. The states included in the initial rollout are Alaska, California, Michigan, Minnesota, Nevada, North Dakota, Oregon, South Carolina, South Dakota, Tennessee, Washington, and Wisconsin. The expansion is for designated space in Walmart Supercenters for the 16 oz non-sparkling Ooh La Lemn Lemonades. The Company’s 6 SKU’s of 12 oz

Sparkling Lemonades are also authorized to be sold in all Walmart stores in the U.S., but are not included in these sets.

For more information regarding Strategy & Execution, please visit:

<https://strategycp.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](http://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](http://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](http://www.goldleafdist.com). Kona Gold Beverage, Inc. recently rebranded its Lemin Lemonade to Ooh La Lemin Lemonade; please visit its website at [www.oohlalemin.com](http://www.oohlalemin.com). Kona Gold and its family of companies are located on the east coast of Florida in Melbourne and in Greer and Conway 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.

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