



Kona Gold Beverage, Inc Announces Distribution Agreement with Norman Distribution in Illinois

Melbourne, FL January 31, 2023 -- Kona Gold Beverage, Inc. (OTCPK: KGKG), a holding company focused on product development in the better-for-you and functional beverage sector is pleased to announce it has signed a distribution agreement with Illinois based distributor, Norman Distribution. Norman Distribution will distribute the Company's 12oz sparkling and 16oz non-sparkling Ooh La Lemin Lemonades in the greater Chicagoland Area, which includes Cook, Dupage, Lake, Will, Kane, McHenry, Winnebago, Boone, Kendall, Dekalb, and Kankakee counties. Norman Distribution will be a key partner in distributing Ooh La Lemin to key accounts such as Mariano's, Pete's Fresh Market, Woodman's, Butera, and Walmart.

Norman Distribution is a Full-Service DSD Distribution Company specializing in "Better-for-you" Snack, Beverage, and Grocery Products. They service thousands of retailers across the Midwest among several classes of trade including Supermarkets, Independent Retailers, Convenience Stores, Drug Chains, Food Service, Hospitality, Fitness, On-Premise accounts, Vending Operators, and many more. As a Direct-Store-Delivery (DSD) distributor, they work with Retailers and Manufacturers to connect consumers to the brands they demand.

"I am excited to announce to our stockholders and customers the signing of Norman Distribution, our fourth new distribution partnership this month," stated Robert Clark, CEO of Kona Gold Beverage, Inc. "Norman Distribution will serve a key market in Chicago for us where we already have authorization in the majority of the supermarket chains and where we are currently under served. With Norman's experience and focus on emerging brands, we are confident they will quickly grow our Ooh La Lemin brand in their market."

Kona Gold Beverage announced earlier this month it signed distribution agreements with San Francisco based distributor, J&K Distribution and Minnesota based distributors, Dahlheimer Beverage and Michaud Distributing. J&K Distribution will distribute the Company's 16oz non-sparkling and 12oz sparkling Ooh La Lemin Lemonades in Santa Clara and San Mateo counties in California. Dahlheimer Beverage and Michaud will distribute the Company's 16oz non-sparkling and 12oz sparkling Ooh La Lemin Lemonades across the state of Minnesota.

For more information regarding Norman Distribution, please visit:
<https://normandistribution.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 rebranded its Lemin Lemonade to Ooh La Lemin Lemonade; please visit its website at 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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