



Kona Gold Beverage, Inc Launches Ooh La Lemin Lemonades in Tennessee

Ooh La Lemin Lemonades now available at Walmart and other popular locations in Tennessee

Melbourne, FL March 15, 2023 -- Kona Gold Beverage, Inc. (OTCPK: KGKG), a holding company focused on product development and distribution in the better-for-you and functional beverage sector is pleased to announce its team officially launched Ooh La Lemin Lemonades with its distribution partner, Lipman Brothers, in Tennessee. Lipman Brothers cover key markets throughout Tennessee and has started distributing Ooh La Lemin to Walmart and other grocery and convenience store chains. Kona Gold's team had a very successful launch this month working with Lipman Brothers sale's team selling several hundred cases of Ooh La Lemin over 3 days..

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.

"I am pleased to announce that our team had a very successful launch in Tennessee last week as we officially rolled out our Ooh La Lemin Lemonades with our distribution partner, Lipman brothers," stated Robert Clark, CEO of Kona Gold Beverage, Inc. "Lipman Brothers has a very experienced sales team and is the leader in their markets. We are excited to be partnered with such an established distributor and look forward to growing Ooh La Lemin in their market."

Kona Gold Beverage recently announced its popular Ooh La Lemin Lemonades will be available for sale in Town Pump convenience stores in Montana. Of the Company's 10 SKU's of Ooh La Lemin, 3-7 SKU's will be sold in approximately 60 Town Pump convenience stores, with the number of SKU's depending on the size of the stores. Kona Gold's distribution partner, Hayden Beverage, will be distributing Ooh La Lemin to Town Pump Convenience Stores.

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 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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