



Kona Gold Beverage, Inc Announces its Ooh La Lemin Lemonades to be sold in Town Pump Convenience Stores in Montana

Melbourne, FL March 13, 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 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.

In 1953, Tom and Mary Kenneally started Town Pump as a small full-service gas station in Butte, Montana. Today, Town Pump owns and operates over 200 gas station/convenience store, casino, hotel and car wash properties throughout Montana and Idaho. They proudly maintain lines of business in retail convenience stores featuring a wide variety of consumer goods working with vendors and suppliers to bring their customers variety and innovation along with high quality gasoline.

"I am pleased to announce to our stockholders and customers, Ooh La Lemin Lemonades are coming to the popular Town Pump locations throughout Montana," stated Robert Clark, CEO of Kona Gold Beverage, Inc. "Our distribution partner, Hayden Beverage, will deliver our Ooh La Lemin Lemonades to approximately 60 Town Pump convenience stores across Montana. Hayden Beverage is quickly becoming one of Ooh La Lemin's leading distributors with their vast reach and experienced sales staff."

Kona Gold's Ooh La Lemin Lemonades continue to out perform expectation in new and existing markets. The Company's sales team has launched Ooh La Lemin in several new states this year and has additional distribution partnerships coming on board in the very near future.

Kona Gold Beverage recently announced its popular Ooh La Lemin Lemonades will be available for sale in Hot Spot convenience stores in North and South Carolina. Of the Company's 10 SKU's of Ooh La Lemin, 6 will be sold in all 40 Hot Spot convenience stores locations, 3 Sparkling Ooh La Lemin and 3 non-sparkling Ooh La Lemin Lemonades. Ooh La Lemin will be distributed by MR Williams, Kona Gold Beverage's new distribution partner in North and South Carolina, whose primary focus is Food Service and Convenience Stores.

For more information regarding Town Pump please visit:

<https://www.townpump.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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