

Kona Gold Beverage, Inc. Unleashes Exciting Rebrand of Its Popular Energy Drinks – Get Ready for a New Wave of Vitality

Revolutionizing Refreshment: Company Gears Up with Cutting-Edge Digital Can Design and Sets Production in Motion

MELBOURNE, FL., February 7, 2024 -- Kona Gold Beverages, Inc. (OTCPK: KGKG), a dynamic holding company specializing in product development within the better-for-you and functional beverage sector, is pleased to unveil the launch of its newly rebranded Kona Gold Energy Drinks, set to hit shelves in March 2024 with a fresh, modern look that's bound to captivate. The Company has finalized purchase orders for digitally printed cans that epitomize Kona Gold's dedication to forward-thinking innovation and visually compelling design. The Company's popular energy drinks will debut in four fan-favorite flavors: Candy Apple, Cherry Vanilla, Cotton Candy, and Platinum, with its Classic and Pink Grapefruit varieties following suit in Q2.

Under the guidance of its new visionary management team, Kona Gold is ramping up for an explosive reentry into the market. The Company is not just refreshing its look; they're revolutionizing how they connect with its customers through a sleek new ecommerce platform, slated to debut at www.konagoldenergy.com in March. With an initial distribution partner secured and additional collaborations in progress, plus plans to leverage Amazon's vast ecommerce network, Kona Gold is positioning itself for unprecedented reach and success.

Brandon White, Kona Gold Beverage, Inc.'s President and Chairman, shares the enthusiasm of its shareholders and consumers for this new chapter. "The anticipation has been building, and I'm thrilled to say the wait for our rebranded energy drinks is nearly over," says White. He's spearheaded the production effort with a laser focus on market readiness and competitive edge, enhancing its product with an increased caffeine content that matches the top contenders in the industry.

Mr. White continued, "As we gear up for launch, expect a dynamic marketing blitz across social media, Amazon, Walmart Marketplace, and our own ecommerce site. Our goal is clear: to ensure this production run flies off the shelves, backed by a strong network of distribution partners.

This transformation is more than skin deep. Since the introduction of new leadership, Kona Gold has dramatically strengthened its financial foundation, eliminating \$1.3 million in debt, significantly reducing its authorized shares, and securing a robust \$5 million line of credit that bolsters its growth without diluting company value.

For more information regarding Kona Gold Beverage, please visit:

<https://konagoldbeverage.com/>

About Kona Gold Beverage, Inc.

Kona Gold Beverage, Inc., a Delaware corporation, operates its wholly-owned subsidiary, Kona Gold LLC. Kona Gold, LLC has developed a premium Hemp-Infused Energy Drink line; please visit its website at www.konagoldhemp.com. Kona Gold is located on the east coast of Florida in Rockledge.

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 Annual Reports on Form 10-K and its other filings with the Securities and Exchange Commission. 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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KONA GOLD ENERGY DRINK



New for
2024

a KONA GOLD BEVERAGE brand