

# Elev8 Brands, Inc. Announces New Hemp Coffee Recipe and Corporate Developments

Elev8 Hemp Coffee begins second run of a new hemp coffee blend

ROCKLEDGE, Fla., March 10, 2017 (GLOBE NEWSWIRE) -- Elev8 Brands, Inc. (OTC Pink:VATE), a company with a new premium hemp seed coffee blend, that also plans to bring to market hemp water products and supplements, all of which focus on the health and fitness markets, announces that development of a new blend of Elev8 Hemp Coffee has been completed.

Preparations for roasting has begun and product will be available for sale later this month on Amazon.com. Chief Executive Officer, Ryan Medico, commented, "Our team spent two full days with our roasting partner's R&D team mixing hemp with the highest quality coffee beans in the world. We're excited to launch this innovative creation for coffee and hemp enthusiasts alike."

With a successful launch on Amazon.com the company sets its sights on higher volume retail chains and distributors. Medico stated, "There has been quite a buzz about hemp coffee and we're finding strong market interest within the natural foods retail and distributor space."

The company is working closely with its manufacturer to ensure it meets the requirements of selling products on the shelves of large national retailers. Medico continued, "We cannot say enough about our roasting and packaging partner. Their customers already have products on the shelves of national retailers like Whole Foods Market and will ensure Elev8 Hemp Coffee meets the same stringent requirements."

Elev8 Hemp Coffee is roasted in the U.S.A. in a facility that is Fair Trade and BRC Certified. The British Retail Consortium (BRC) is used by 130 countries and 25,000 certified suppliers and is a leading consumer and brand protection organization. Medico stated, "Certifications such as Fair Trade and BRC are critical to enter the Whole Foods Market and Kroger arena. We are confident to confirm Elev8 Hemp Coffee meets these standards and more."

Elev8 Brands, Inc. also announces a new corporate website is now live at [www.elev8hemp.com](http://www.elev8hemp.com). The newly rebranded website is easier to navigate, showcases a new logo, and provides customers a direct link to Amazon.com to purchase Elev8 Hemp Coffee and ensuing new products to be released.

Medico concluded, "Coinciding with our recent product launches the rebranded website will serve as an effective platform as we add products and enter new markets."

About Elev8 Brands, Inc.:

Elev8 Brands, Inc. specializes in the development and marketing of products for the fitness and wellness markets. The company is founded on the basis of creating high-quality, sustainable, products for health conscious consumers.

About Elev8 Hemp LLC:

Elev8 Hemp LLC is a wholly-owned subsidiary of Elev8 Brands, Inc. which focuses on the development and marketing of hemp-based food, beverage, and health care products including hemp coffee, hemp water, and hemp-based skin care products.

Please visit, [www.elev8hemp.com](http://www.elev8hemp.com) for more information

**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. 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.

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