

# Elev8 Brands, Inc. Adds 30-Year Beverage Industry Veteran Tom Shuman

PR Globe Newswire

ROCKLEDGE, FL April 25th Newswire -- Elev8 Brands, Inc. (OTC Pink: VATE) Elev8 Brands, Inc. a holding company focused on the commercial development of hemp and CBD-based products including hemp coffee, tea, and E-juices which target the health and wellness markets, announces Tom Shuman will join Elev8 Brands, Inc. as a senior consultant.

Tom Shuman is an ex-professional athlete that has parlayed his competitive nature into a tremendously successful Senior Level Sales & Marketing Executive with experience and expertise in Building Corporate Value. Whether challenged to accelerate growth within a mature business market, orchestrate an aggressive turnaround, or launch a new brand or product, Tom and his Sales & Marketing teams have consistently delivered strong operating and financial results.

Throughout his 30+ years in the beverage industry, with the likes of companies such as Coca-Cola, Rocky Mountain High Brands, DS Waters of America and the Dr Pepper / Snapple Group just to name a few, Tom has consistently produced outstanding results by building strong relationships and working closely with national accounts, distributors, co-packers, wholesalers, bottlers (3-Tier distribution systems - soft drink, new age, bottled water, enhanced “functional”, and alcoholic beverages) and brokers.

Chief Executive Ryan Medico stated, “We couldn’t be happier that Mr. Shuman has joined our team. He will be a tremendous asset to Elev8 Brands and will play a major role in the upcoming months.”

Tom possesses a great deal of experience leading a sales & marketing team of more than \$80 million in sales annually (selling both branded and private label products), and he has enjoyed tremendous success working with retailers such as Wal-Mart, Target, Sam’s Club, Whole Foods, Kroger, Publix, Safeway, Home Depot, various C-store chains, etc.

During his career, Tom has been involved in a couple of entrepreneurial beverage ventures whereby he has gained a wealth of additional experience and knowledge in the “Natural / Healthy Lifestyle” side of the retail trade, and distributor network, working with the likes of Whole Foods, United Natural Foods, Tree of Life, KEHE, Republic National Distribution Company and Nature’s Best.

Tom was "classically trained" with Fortune 500 consumer package goods companies, and has entrepreneurial experience as well. Tom has been intimately involved in the development of a calcium water product, vitamin & antioxidant enhanced waters, protein shakes, liquid meal replacements, a drink specially designed for diabetes management, hemp infused beverages and even a low calorie alcoholic beverage. Currently, Tom is a partner in a CBD (cannabinoid) processing company that has developed a water-soluble CBD concentrate that infuses beautifully into any beverage.

These achievements are indicative of the quality and caliber of Tom’s entire professional career; identifying and capitalizing upon market opportunities to build revenues, outperform competition, and win sustainable market share.

Tom's 30+ years of producing tremendously successful results in the beverage industry, coupled with his experience and successful track record across all channels of the retail trade, and with distributors, positions Tom to be the dynamic type of individual that will create value for any company.

Tom Shuman was born and raised in the small steel town of Pottstown, located in southeastern Pennsylvania. Today, Tom lives with his wife, Kelly, and two of his four children in Dallas, Texas.

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.

About O2 Breathe LLC:

O2 Breathe is a wholly-owned subsidiary of Elev8 Brands, Inc. which focuses on their oxygen bar while bringing in an array of CBD products. O2 Breathe carries CBD tinctures, CBD vape, CBD lotions and message products. O2 Breathe is currently looking to offer CBD at their oxygen bar. 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.