

Elev8 Hemp Coffee Expands to Additional Lucky's Market Location in West Melbourne, Florida

Elev8 Hemp Coffee continues penetration of brick and mortar retail locations

ROCKLEDGE, Fla., September 18th, 2017 (GLOBE NEWSWIRE) -- Elev8 Brands, Inc. (OTC Pink: VATE), 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 Elev8 Hemp Coffee is now being carried at a new Lucky's Market location in West Melbourne, Florida.

The premium "superfood coffee" has been well accepted at Lucky's Market which is known for high-quality products made with natural ingredients. Chief Executive Officer Ryan Medico stated, "This is an exciting time for our company as we enter new retail locations and markets. Elev8 Hemp Coffee has proven to be a perfect fit for coffee drinkers that also enjoy the nutritional benefits of hemp."

Elev8 Hemp Coffee is now carried at two Lucky's Market stores and is currently being evaluated by additional locations in the state of Florida. The West Melbourne location will carry Elev8 Hemp Coffee's three flavors, Original Blend, French Vanilla and Hazelnut Crème.

Medico continued, "Not only have we received overwhelmingly positive feedback on the taste of our coffee, but customers have raved of the packaging which is both unique and 100% compostable. Each of our coffee bags are eco-friendly, re-sealable, nitrogen flushed and include a roast date to ensure absolute freshness for our customers."

With product concept and retail demand proven Elev8 Brands, Inc. has begun discussions with a number of regional and national coffee distributors which have expressed interest in carrying the brand. The company is evaluating various strategic options including equity interest to further grow the brand.

Medico concluded, "From sourcing the best quality coffee beans, to roasting, packaging and distribution, the coffee industry is a small world. Through our partnership with Kona Gold Solutions (OTC Pink: KGKG), who is currently selling in Lucky's Market, the move into this retail location was seamless. We have a unique product that is growing in popularity combined with the manufacturing capacity to meet any sized order. Our next phase in our growth plan will include partnering with a large distributor, as well as more retail locations and new customers."

About Lucky's Market

Lucky's Market was started in 2003 by two chefs, Trish and Bo Sharon, when they bought a convenience store in Boulder, Colo. The Sharons shared a vision of creating a grocery store where food lovers like themselves would want to shop, with quality products sold at affordable prices with genuine personal service. Today, those goals are the hallmarks of the Lucky's style. Visit www.luckysmarket.com for more information.

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 based on 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.

www.02breathe.com

Please visit, www.elev8hemp.com for more information.

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