

# Bevcanna Enterprises Inc.

10:09 22 Jan 2020

## BevCanna's new cannabis-infused beverages make a splash at the Lift & Co cannabis expo

BevCanna Enterprises Inc (CSE:BEV) (OTCMKTS:BVNNF), a manufacturer of cannabis-infused beverages, revealed Wednesday that the company's participation in the Lift & Co expo was "a rousing success", with consumers experiencing the first taste of the newly-launched Anarchist Mountain and Gräv beverage lines.

During the three-day conference earlier this month at the Vancouver Convention Centre, BevCanna served non-infused prototype samples of its soon-to-be-launched in-house brands, Anarchist Mountain Wildflower Peach and Gräv Iced Tea.

The Anarchist Mountain brand is inspired by natural botanicals found throughout the Pacific Northwest and is based on lightly sparkling spring water. It is THC-dominant, and designed for social occasions, said the company.

### READ: BevCanna to present and act as hydration partner for Lift & Co cannabis business expo

On the other hand, the Gräv brand represents an easy-drinking range of classic iced tea profiles. "Gräv is composed of an equal balance of THC and CBD, making it an approachable choice for current and newer cannabis consumers alike," said the company.

The company said that "over 18,000 samples" were served at the event, and consumers were "unanimously pleased that the drinks were calorie, carbs, and sweetener-free." The company added that the choice to omit sweeteners was received "especially well," with consumers viewing this choice as healthier and more transparent - "not trying to cover anything up".

BevCanna said most consumers were new cannabis users, or individuals considering cannabis products for relaxation or therapeutic purposes. The consumers liked the ready-to-drink beverages for their "convenience factor and familiar flavors," such as the Gräv iced tea version.

"We're thrilled with the consumer response to Gräv and Anarchist Mountain," said Emma Andrews, chief commercialization officer at BevCanna.

"Our extensive consumer research had pointed us toward these flavorings and formats for our premiere products, but we hadn't yet had the opportunity to test them with such a large number of consumers. Now that consumers have tasted and loved Gräv and Anarchist Mountain, we're even more eager to further develop our range of appealing beverages," she added.

Andrews also spoke at the event, sharing her insights into the cannabis-infused beverage market and consumer preferences. During the panel discussion, Andrews talked about current consumer behavior and how messaging will differ once cannabis beverages hit the shelves in Canada.

**Price:** 0.315

**Market Cap:** \$14.43 m

### 1 Year Share Price Graph



### Share Information

**Code:** BEV

**Listing:** CSE

**52 week High Low**  
1 0.205

**Sector:** Cannabis

**Website:** [www.bevcanna.com](http://www.bevcanna.com)

### Company Synopsis:

*BevCanna are a white label manufacturer of infused cannabis beverage brands. The company is committed to promoting wellbeing and quality of life through everything it produces.*

action@proactiveinvestors.com

The company said that its Gräv and Anarchist Mountain drinks are expected to be available in licensed dispensaries in summer 2020.

BevCanna has doubled the size of its outdoor cannabis cultivation site to 292 acres, from 130 acres in its prime location in British Columbia's fertile Okanagan Valley, which also includes a 40,000 square foot manufacturing facility in Osoyoos, as well as a spring water aquifer.

The Vancouver-headquartered company has multiple revenue streams, including house brands, white label bottling, and is actively pursuing joint ventures, licensing and acquisitions of technology and brands. The firm utilizes patented technology to produce premium tasting, water-soluble cannabinoid infusions using THC and CBD from both cannabis and hemp.

Contact the author Uttara Choudhury at [uttara@proactiveinvestors.com](mailto:uttara@proactiveinvestors.com)

Follow her on Twitter: [@UttaraProactive](https://twitter.com/UttaraProactive)

Proactive Investors facilitate the largest global investor network across 4 continents in 4 languages. With a team of analysts journalists & professional investors Proactive produce independent coverage on 1000's of companies across every sector for private investors, private client brokers, fund managers and international investor communities.

Contact us +44 (0)207 989 0813 [action@proactiveinvestors.com](mailto:action@proactiveinvestors.com)

#### No investment advice

The Company is a publisher. You understand and agree that no content published on the Site constitutes a recommendation that any particular security, portfolio of securities, transaction, or investment strategy is suitable or advisable for any specific person. You understand that the Content on the Site is provided for information purposes only, and none of the information contained on the Site constitutes an offer, solicitation or recommendation to buy or sell a security. You understand that the Company receives either monetary or securities compensation for our services. We stand to benefit from any volume which any Content on the Site may generate.

You further understand that none of the information providers or their affiliates will advise you personally concerning the nature, potential, advisability, value, suitability or profitability of any particular security, portfolio of securities, transaction, investment, investment strategy, or other matter.

You understand that the Site may contain opinions from time to time with regard to securities mentioned in other products, including Company-related products, and that those opinions may be different from those obtained by using another product related to the Company. You understand and agree that contributors may write about securities in which they or their firms have a position, and that they may trade such securities for their own account. In cases where the position is held at the time of publication and such position is known to the Company, appropriate disclosure is made. However, you understand and agree that at the time of any transaction that you make, one or more contributors may have a position in the securities written about. You understand that price and other data is supplied by sources believed to be reliable, that the calculations herein are made using such data, and that neither such data nor such calculations are guaranteed by these sources, the Company, the information providers or any other person or entity, and may not be complete or accurate.

From time to time, reference may be made in our marketing materials to prior articles and opinions we have published. These references may be selective, may reference only a portion of an article or recommendation, and are likely not to be current. As markets change continuously, previously published information and data may not be current and should not be relied upon.

The Site does not, and is not intended to, provide investment, tax, accounting, legal or insurance advice, and is not and should not be construed as providing any of the foregoing. You should consult an attorney or other relevant professional regarding your specific legal, tax, investment or other needs as tailored to your specific situation.

In exchange for publishing services rendered by the Company on behalf of BevCanna Enterprises Inc. named herein, including the promotion by the Company of BevCanna Enterprises Inc. in any Content on the Site, the Company receives from said issuer annual aggregate cash compensation in the amount up to  
Twenty Five Thousand dollars (\$25,000).