

# BevCanna Enterprises Inc.

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## BevCanna taps former PepsiCo pro Melise Panetta to drive global commercial strategy

BevCanna Enterprises Inc (CSE:BEV) (OTCMKTS:BVNNF) (FRA:7BC), a dominant player in the infused cannabis beverages industry, said Monday that former PepsiCo Inc (NASDAQ:PEP) (FRA:PEP) pro, Melise Panetta has joined the BevCanna team in the role of executive advisor to lead the firm's global commercial strategy.

Panetta, an experienced marketing and commercial leader within the consumer-packaged goods industry, has held senior roles at global giants like General Mills Inc (NYSE:GIS), PepsiCo and SC Johnson. She has also led commercial efforts in the cannabis space as Sproutly Canada's chief commercial officer. Panetta will leverage this experience to lead BevCanna's commercial strategy globally, said the company.

"Melise is a recognized leader within the consumer marketing space, and we're excited to have her join the team," said John Campbell, chief strategic officer for BevCanna.

### READ: BevCanna positioned for growth in US recreational cannabis market through Keef Brands partnership

"Her significant expertise in marketing and commercializing both mainstream and cannabis products will be invaluable as we execute our branded and white-label strategies across Canada and globally," he added.

According to BevCanna, Panetta will lead "development and execution of strong marketing, sales and commercial strategies in the Canadian and global markets."

Whether it is relaunching PepsiCo's Tostitos in Canada, managing more than 100 SKUs in a pipeline for PepsiCo, or elevating SC Johnson's relationship with key retail customers, Panetta is known for her unique strategies to deliver results.

She earned her Honours Bachelor of Science degree from the University of Western Ontario, and her MBA from York University. She has won numerous business awards, including several Best New Product Awards, as well as Strategy Magazine's Shopper Innovation award.

"I'm thrilled to be working with BevCanna at such a key stage in its growth," said Panetta. "With plans to bring amazing brands such as Keef and CaliBloom to Canada, a host of in-house brands in development and tremendous white label opportunities, the company is well-positioned to be a strong player in the Canadian market."

Keef Brands currently has six of the top ten bestselling cannabis drinks in Colorado, as well as three of the top ten selling ones in California, according to a Headset Insights report.

BevCanna debuted Anarchist Mountain last year. The name was inspired by the site of BevCanna's bottling operations,

**Price:** 1.09

**Market Cap:** \$109.04 m

### 1 Year Share Price Graph



January 2020 July 2020 January 2021

### Share Information

**Code:** BEV

**Listing:** CSE

<b>52 week</b>	<b>High</b>	<b>Low</b>
	1.27	0.175

**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.*

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on Anarchist Mountain. The brand includes a range of THC-dominant ready-to-drink beverages, shots, and powdered drink mixes. The Anarchist Mountain and Gräv brands focus primarily on the recreational market.

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