

CBD Market Distribution Deals in Play for Walmart (\$WMT) and Kroger? \$HIPH (OTCMKTS: HIPH), \$BKIT (OTC: BKIT), \$NBEV (NASDAQ: NBEV), \$LRSV (OTC: LRSV)

Blaine, Jun 25, 2019 (IssueWire.com) - CBD Distribution Deals Prepare for Global CBD Markets- How Walmart (\$WMT) and Kroger May Play a Role (OTC: \$HIPH) (OTC: \$BKIT) (NASDAQ: \$NBEV) (OTC: LRSV)

Point Roberts WA, Delta BC –June 25, 2019 - InvestorIdeas.com, a leading investor news resource covering hemp and cannabis stocks releases a snapshot reporting on the recent rush of large scale distribution deals surrounding new CBD products.

Companies featured include **American Premium Water Corporation** ([OTC: HIPH](http://OTC:HIPH)), **BioHemp International, Inc.** ([OTC: BKIT](http://OTC:BKIT)), **New Age Beverages Corporation** ([NASDAQ: NBEV](http://NASDAQ:NBEV)) and **LinkResPet** ([OTC: LRSV](http://OTC:LRSV)).

A recent [CNBC article](#) commented on how Kroger, the nation's largest grocery retailer, recently announced that they "will now sell hemp-derived CBD topical products, including creams, balms and oils, in 945 stores, across 17 states", a Company Spokeswoman said in a statement to CNBC on Tuesday. The grocery chain joins a growing list of national retailers, including Walgreens, CVS, Vitamin Shoppe and GNC, that are beginning to stock shelves with the cannabis compound.

"Like many retailers, we are starting to offer our customers a highly-curated selection of topical products like lotions, balms, oils and creams that are infused with hemp-derived CBD," the Kroger Spokeswoman said.

This brings us to **American Premium Water Corporation** (OTC: HIPH) who recently announced that distribution of Canyon Create's varicose vein cosmetic treatment, Vanexxe, is now available for sale on **Walmart.com**.

American Premium CEO, Ryan Fishoff commented, "We are pleased that our partner Canyon Create's Vanexxe is on WalMart.com! This is a huge accomplishment for them and great exposure for the product, which we anticipate will benefit our Company's marketing. Vanexxe is a revolutionary product that is entering the marketplace unchallenged; there is nothing like it that cosmetically addresses painful and unsightly varicose veins. Both Canyon and American Premium Water view this as just the first of a multi-tier, multi-national rollout strategy for the product."

According to Canyon, Vanexxe uses a proprietary formulation to eliminate the appearance of varicose veins.

Mr. Fishoff stated, “Our licensing arrangement with Canyon Create is the first of what I believe to be many positive developments. The Company is going to continue to push distribution in other channels and is negotiating to bring to market other products that Canyon currently has in development. We are continuing to focus on expanding distribution and having a diverse portfolio of products provides us more ammunition when going to big box retailers. The strategy of making acquisitions with unique technology is generating benefits for the company, and in turn, could continue to propel shareholder value. The Company is simultaneously working on many strategic initiatives. We are also in discussions about other potential distribution deals across multiple product categories with other retailers, and I look forward to providing updates to investors when appropriate. When all is said and done, I hope we can carve out our own path and create a value that is second to none.”

Ludlow Research updated its opinion on **American Premium Water Corporation**, maintaining its short-term speculative target of \$05 to \$0.06 per share, based on a distribution deal with Walmart

BioHemp International, Inc. (OTC: BKIT), is also looking to the future of their CBD distribution having announced that it has appointed **American Premium Water Corporation’s** Chief Executive Officer, Ryan Fishoff as Lead Advisor to the Company. Mr. Fishoff will assist Company CEO, Daniel Blum with M&A Strategy and CBD industry knowledge as the Company begins its consolidation rollup strategy.

Mr. Fishoff has a distinguished resumé in the public markets, having been CEO of American Premium Water for almost two years. He brings comprehensive knowledge of the CBD industry, as he has led American Premium Water to become one of the top manufacturers and marketers of consumer CBD products in the industry. Cannabis Hemp Wire has called Mr. Fishoff “The King of CBD”. Prior to his role at American Premium, Mr. Fishoff spent over six years working in an international private equity firm, CoBe Capital, where he worked on cross-border M&A deals and helped develop turnaround strategies for CoBe’s acquisitions. Mr. Fishoff holds a Bachelor of Sciences in Business with a concentration in finance from Boston University. He will directly advise the Company and executive management on strategy, M&A, business development and CBD industry matters. His transactional experience in the public markets and CBD industry will be instrumental to the Company as its strategy is heavily focused on transactions to expand.

On becoming Lead Advisor to the Company, Mr. Fishoff commented, “I am honored to join the Company as an advisor to assist with its ambitious strategy. Having been in the CBD industry for the past two years, I have seen firsthand that there hasn’t been a distributor that has emerged as a market leader in the space. It was clear to me early on in my tenure as CEO of HIPH that there was an

opportunity to consolidate, as I have seen the number of distributors grow exponentially in my tenure, but no one has established themselves as a true market leader. I am happy to advise the Company to achieve this goal. I view this advisory position as complementary to my role at HIPH, as the Company will not be directly developing products, and I hope to help create more channels of distribution for HIPH products. I am excited to work with Daniel and the Company's management team to provide whatever insight and knowledge that I can of the CBD industry."

BioHemp International, Inc. is positioning itself as the market leader in the CBD market, which is expected to reach \$22 billion by 2022. The Company's rollup strategy is aimed at becoming the market leader by spearheading the natural consolidation of the industry through the creation of a distribution platform targeted at existing consumer CBD wholesalers and retailers. As the market begins to consolidate, the Company is poised to benefit from its first mover advantage.

New Age Beverages Corporation (NASDAQ: NBEV), the Colorado and Utah-based organic and natural beverage company intending to become the world's leading healthy beverages and lifestyle company, recently announced it is expanding its Marley brand licensing agreements with companies owned by the family of Bob Marley and Docklight Brands, Inc., to include expansion to new global markets and the addition of new product types, including cannabidiol (CBD) infused shots.

New Age and the Marley companies recently extended the licensing agreement on the Marley brand for an additional 10 years, and emplaced a new advisory agreement with the family to help promote and build awareness of the entire Marley portfolio. In light of rapidly opening global opportunities with CBD, New Age has now also expanded their previous agreement with Docklight Brands. The expanded Docklight agreement extends to four additional countries, the current geographies in which New Age is working with major distributors and retailers to effectuate launch of Marley+CBD ready to drink beverages. The newly expanded agreement also covers all of the United States with products to be launched concurrent with the easing of the regulatory landscape, while also opening up expanded market access in the initial international markets.

The expanded agreement also now includes the extension into ready-to-drink (RTD) shots, to accompany the Marley Mellow Mood+CBD drinks in 15.5oz cans. The CBD-infused RTD products under the Marley brand complement New Age's recent launch under other brands of CBD creams, lotions, and topicals via the first ever omni-channel approach, across e-commerce, traditional retail, medical, and the direct-to-consumer channel.

This follows the company's announcement back in April of its distribution deal of their Marley brand with **Walmart**, the world's largest retailer.

Craig Thibodeau, Vice President of Key Accounts for New Age stated, "This is such a great accomplishment for New Age to gain its first national distribution, and to do so with the world's largest retailer in Walmart. This is just the first initiative that we expect to do with them on the Marley brand and other New Age products on which we are in active discussions. We know Walmart is equally as

committed as New Age to providing healthier products for their customers, and we expect to make the full portfolio of New Age's better-for-you products available as we expand the relationship."

Not only is there about to be a variety of CBD products offered for humans, but soon even our pets will have options as **LinkResPet** (OTC: LRSV), a UK based CBD provider, recently announced partnering with **American Premium Water Corporation** (OTC: HIPH) to work on a new CBD water pet product, LYNKS CBD Pet Water. The beverage is infused with LinkResPet's CBD formula and created with American Premium's nano-technology, which allows greater absorption of CBD into the system will provide a new way for owners to treat their pets. Expected to launch in Q3 2019, LYNKS CBD Pet Water is the first product of its kind tailored for pets.

Rene Lauritsen, LinkResPet CEO commented, "LinkResPet was born out of huge love for animals and the strong belief that CBD can benefit creatures through a variety of health issues, which made us strive for delivering the highest quality CBD products for pets in the market. We have come some way since inception but our emphasis on innovation and development keep pushing us to research and create new natural ways to treat animals. Our LYNKS CBD pet water for example, is an exciting new product that breaks with everything available in the market at the moment. In tandem, we are working on expanding our retailing network and developing novel product lines that will hopefully launch by the end of the year. It is an exciting time for the company with lots of opportunities and milestones, so I look forward to updating investors and shareholders as new activities develop."

As more and more consumers globally demand access to regulated (primarily tested and quality controlled) CBD products we can expect to see more large retailers support some brand of CBD products on their shelves as well as online. The only questions remaining are which brands will stand out to consumers and which retailers will be the last to jump onboard the CBD craze.

For investors following cannabis stocks, Investor Ideas has created a stock directory of **publicly traded CSE, TSX, TSXV, OTC, NASDAQ, NYSE, ASX Marijuana/Hemp Stocks**

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