



Kaival Brands Innovations Group, Inc.

FOR IMMEDIATE RELEASE

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Contact name: **Eric Mosser**

Phone number: **833-4-KAIVAL**

Email address: **investors@kaivalbrands.com**

Kaival Brands Announces Exciting Partnership With GoPuff; A Fast-Growing Distributor

Kaival Brands - a global distributor, announces its recent partnership with a fast-growing convenience delivery app - GoPuff. Both companies set their eyes to distribute Bidi™ Stick, a premium, eco-friendly vape pen.

Florida, March 6, 2020. Kaival Brands is proud to announce its new partnership with GoPuff, a fast-growing digital grocery delivery service. As an exclusive distributor of Bidi™ Stick, a disposable vape pen, Kaival Brands welcomes this new partnership with GoPuff to distribute this premium and innovative product to a broader market.

[GoPuff](#), founded by Rafael Ilishayev and Yakir Gola, is the first and an on-demand convenience store delivery app. Starting with 50 products back in 2013, the company now sells more than 2,500 products such as snacks, drinks, essentials, and all other convenience needs. Five years later, they now serve more than 150 markets with their 2,000 employees. Recently, the Philadelphia-based digital convenience retailer has raised \$750 million and a commitment of up to \$250 million more. This great height in funds would enable GoPuff to venture out and step up its game against other startups.

Kaival Brands Innovation Group Inc., led by Eric Mosser, Chief Operating Officer (COO), is an exclusive global distributor focused on innovative startup brands and businesses. It has recently launched its partnership with [Bidi™ Vapor](#). The company has gained its first exclusive product for distribution - the Bidi™Stick, a premium vaping device that leads the charge to an



eco-friendly initiative. The goal of the brand is to provide a product that supports a possible smoke-free future and to promote a mindset of proper waste disposal of Bidi™ Sticks. Its fully-charged battery with 280 mAh and 1.41ml of premium nicotine oil is equivalent to 500 puffs or 50 cigarettes per stick. The product promises to ease the transition of adult smokers to vaping through its premium 6% nicotine volume and variety of flavors to choose from.

Adding to the seamless and satisfying experience it offers, the Bidi™ Stick also gives importance to its effect on the environment. It believes in eco-conscious vaping by their Bidi Cares: "Save your Bidi. Save our Planet" platform. By recycling their used Bidi™ Sticks, the vape users get a new one in return. The brand prides itself on creating a platform that promotes responsible usage of disposable vape pens.

The distribution of Bidi™ Stick in the U.S. sets to expand to new markets with the exciting partnership of Kaival Brands and GoPuff. The brand's primary goal of a smoke-free and environmentally-conscious future would also gain more audience with the broader reach of the partnership. It is also an opportunity for both companies to achieve new milestones together and grow in their respective industries.

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[Kaival Brands Innovations Group, Inc.](#), is a company focused on growing and incubating innovative and profitable products into mature and dominant brands in their respective markets.

Our vision is to develop internally, acquire, own, or exclusively distribute these innovative products and grow each into dominant market-share brands with superior quality and recognizable innovation.

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Forward-Looking Statements

This press release includes statements that constitute "forward-looking statements" within the meaning of federal securities laws, which are statements other than historical facts that frequently use words such as "anticipate," "believe," "continue," "could," "estimate," "expect," "forecast," "intend," "may," "plan," "position," "should," "strategy," "target," "will," and similar words. All forward-looking statements speak only as of the date of this press release. Although we believe that the plans, intentions, and expectations reflected in or suggested by the forward-looking statements are reasonable, there is no assurance that these plans, intentions, or expectations will be achieved. Therefore, actual outcomes and results could materially differ from what is expressed, implied, or forecasted in such statements.



This release contains certain forward-looking statements that are based on current plans and expectations and are subject to various risks and uncertainties. Our business may be influenced by many factors that are difficult to predict, involve uncertainties that may materially affect results, and are often beyond our control. Factors that could cause or contribute to such differences include, but are not limited to, factors detailed by us in our public filings with the Securities and Exchange Commission.

All forward-looking statements included in this press release are expressly qualified in their entirety by such cautionary statements. Except as required under the federal securities laws and the rules and regulations of the Securities and Exchange Commission, we do not have any intention or obligation to update publicly any forward-looking statements, whether as a result of new information, future events, or otherwise.

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For more information, please contact **833-4-KAIVAL** or email us at investors@kaivalbrands.com