



## Flow Beverage Corp. Launches Evolved Brand Identity with New Sustainable Packaging and Brand Platform

*Flow Beverage Corp. announces their evolved brand identity, refreshed packaging with lowest carbon footprint yet, alongside a new brand platform – both launching this summer*

**[Source: Flow Beverage Corp]**

**Toronto, Ontario – March 15, 2024 – [Flow Beverage Corp.](#) (TSX: FLOW; OTCQX: FLWBF) (“Flow” or the “Company”) is thrilled to unveil at Expo West in Anaheim, California (Hall E, Booth 5515) its refreshed, newly designed and most advanced sustainable packaging, set to debut later this summer in 2024 across North America alongside a new brand platform.** This revitalization marks a pivotal moment for the brand, accentuating its premium appeal both on the shelves and in the hearts and minds of consumers. The rollout will commence with the introduction of the updated packaging for Flow Original, followed by the release of Flavored Water later in the year, solidifying Flow's dedication to driving growth and sustainability across established and emerging channels.

The redesigned packaging aims to elevate Flow's presence within the premium water category, boasting a refined and sophisticated design system. Emphasizing clear communication of its unique selling points, bolstered brand recognition, and a fresh emphasis on mineral rich properties as a key product differentiator, the new packaging is poised to captivate consumers' attention and reinforce Flow's commitment to excellence. “This new package design is visually striking on the shelf and positions Flow with a definitive edge in captivating consumers at the point of purchase. We have streamlined our design to resonate with discerning premium market consumers, ensuring clarity of messaging and consistent brand recognition across physical and digital platforms,” said **Nicholas Reichenbach, Founder and CEO of Flow.**

Founded in 2014, Flow's mission since day one has been to reduce environmental impacts by providing sustainably sourced, naturally alkaline mineral spring water, in a recyclable plant-based pack. **Today Flow is announcing its most sustainable Tetra Pak package yet, with 80%+ renewable materials, and mindfully sealed with an improved sugarcane-based cap.** The new Tetra Pak carton replaces traditional polymers with bio-based ones and contains post-consumer recycled content for the first time. Flow's new package is also designed to have the lowest carbon footprint to date; seven times lower than glass, four times lower than aluminum, and three times lower than PET.

Flow is B Corp certified with a "Best for the World" designation placing it among the top 5% of all B Corp certified companies, and the highest scoring water brand.



"We're excited to be able to roll out our beautifully redesigned package in our most sustainable format yet, thus delivering on the core promise of Flow to bring you the highest quality mineral spring water in the most environmentally conscious way, without compromising its pure taste. As I've always said, Mother Nature is our biggest shareholder and doing what's best for our consumers means doing what's best for the planet," **Nicholas Reichenbach continued.**

In addition to the new packaging, Flow is introducing their new brand platform. The ethos of this platform is grounded in Flow's aspiration to empower consumers to embrace their best selves every day, which will serve to enrich the Flow brand and its strategic positioning through a multifaceted approach. The platform will be designed as a way to further connect with Flow's community and target consumers through above-the-line communications, tailored retail initiatives, influencer and creator collaborations, consumer events, and more. Consumers will have further insight into the latest brand updates, exclusive offers and incentives. "This platform will aim to increase touchpoints for consumer engagement with the Flow brand, enforcing a community-led and inspired approach to our continued evolution underscoring our commitment to enhancing not just hydration choices but also holistic lifestyles," **added Nicholas Reichenbach.**

Flow's packaging redesign and new brand platform will further expedite Flow's path to profitability through even stronger velocities and ability to invest in new, high growth channels. This is a pivotal moment for the Flow brand as one of the leading premium water brands in North America.

**For more information about Flow Beverage Corp. and our commitment to sustainability, please visit <https://flowhydration.com/pages/sustainability> or find us on Instagram, Facebook, and LinkedIn: [@Flow](#), [@Flowhydration](#), [Flow Alkaline Spring Water](#).**

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### **About Flow**

Flow is one of the fastest-growing premium water companies in North America. Founded in 2014, Flow's mission since day one has been to reduce environmental impacts by providing sustainably sourced naturally alkaline spring water in recyclable, and up to 80% renewable, plant-based pack. Today, the brand is B-Corp Certified with a best in-class score of 126.5, offering a diversified portfolio of beverage products including: original naturally alkaline spring water, award-winning organic flavored alkaline water, and vitamin-infused flavored water in formats ranging from 330ml to 1litre. All products contain naturally occurring electrolytes and essential minerals and support Flow's overarching purpose to "bring wellness to the world through the positive power of water." Flow beverage products are available online at [flowhydration.com](https://flowhydration.com).



For more information on Flow, please visit Flow's investor relations site at: [investors.flowhydration.com](https://investors.flowhydration.com).

## Forward-Looking Statements

This press release contains forward-looking information and forward-looking statements within the meaning of applicable securities laws ("Forward-Looking Statements"). The Forward-Looking Statements contained in this press release relate to future events or Flow's future plans, operations, strategy, performance or financial position and are based on Flow's current expectations, estimates,

projections, beliefs and assumptions. Such Forward-Looking Statements have been made by Flow in light of the information available to it at the time the statements were made and reflect its experience and perception of historical trends. All statements and information other than historical fact may be forward-looking statements. Such Forward-Looking Statements are often, but not always, identified by the use of words such as "may", "would", "should", "could", "expect", "intend", "estimate", "anticipate", "plan", "foresee", "believe", "continue", "expect", "believe", "anticipate", "estimate", "will", "potential", "proposed" and other similar words and expressions.

Specific Forward-Looking Statements contained in this news release include, but are not limited to, statements regarding Flow's business strategy or outlook and future growth plans, expectations regarding the elevated pace of revenue growth, potential operational efficiencies to be realized and anticipation of profitability.

Forward-Looking Statements are based on certain expectations and assumptions and are subject to known and unknown risks and uncertainties and other factors, many of which are beyond Flow's control, that could cause actual events, results, performance and achievements to differ materially from those anticipated in these Forward-Looking Statements. Forward-Looking Statements are provided for the purposes of assisting the reader in understanding Flow and its business, operations, prospects, and risks at a point in time in the context of historical and possible future developments, and the reader is therefore cautioned that such information may not be appropriate for other purposes. Forward-Looking Statements should not be read as guarantees of future performance or results. Readers are cautioned not to place undue reliance on these Forward-Looking Statements, which speak only as of the date of this press release. Unless otherwise noted or the context otherwise indicates, the Forward-Looking Statements contained herein are provided as of the date hereof, and the Company disclaims any intention or obligation, except to the extent required by law, to update or revise any Forward-Looking Statements as a result of new information or future events, or for any other reason.

The following press release should be read in conjunction with the management's discussion and analysis ("MD&A") and consolidated financial statements and notes thereto as at and for the year ended October 31, 2023. Additional information about Flow is available on the Company's profile on SEDAR at [www.sedar.com](http://www.sedar.com), including the Company's Annual Information Form for the year ended October 31, 2023, dated January 29, 2024.

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