

Wildpack Commences Can Sleeve and Label Printing Production

VANCOUVER, BC, Dec. 23, 2021 /CNW/ - **Wildpack Beverage Inc.** (TSXV: CANS) (OTC: WLDPF) ("**Wildpack**" or the "**Company**") is pleased to announce the launch of its dedicated in-house printing production line for can labels and sleeves. This new, dedicated line is located in the Company's Las Vegas Facility and has the capacity to meet projected internal 2022 decorating demand across Wildpack's existing network of 6 facilities across the USA and anticipated future expansion.



Wildpack Beverage commences can label and sleeve print production (CNW Group/Wildpack Beverage Inc.)

"We pride ourselves on being customer centric and offering economies of scale to middle market beverage brands. As a result of customer demand, we made the strategic decision to commission this production line. Integrating this production capability adds immediate value to our customers by reducing vendors, simplifying operations, and reduce lead times, one of the key problems Wildpack's strategy solves," added Chuck Zadlo, Chief Operations Officer at Wildpack Beverage.

Since its inception, Wildpack has offered fully integrated co-packing or a la carte services to meet the needs of middle market beverage brands once they have reached the stage of production. Wildpack's state-of-the-art Las Vegas facility houses the HP digital printers used in the production of can labels and sleeves with customer printing commencing on yesterday, December 21, 2021. Wildpack's printing production is expected to result in an increase in gross revenue of \$2.875M in 2022.

Chris Sumpter, Digital Press Manager at Wildpack, commented, "With this added capability, Wildpack is in a position to offer all components of the co-packing process, printing, decorating, filling, and packing integrated into one-stop. As customers continue to demand all-in-one services, Wildpack will pursue the strategic integration of production verticals. Bringing printing services in-house allows Wildpack better tracking and controls for our quality assurance targets and ESG goals as we pursue scalable alternatives for renewable label production."

Per: "Mitch Barnard"

Mitch Barnard
Chief Executive Officer and Director

Advisors

Stifel GMP is financial advisor to Wildpack Beverage Inc., Fasken Martineau DuMoulin LLP is its legal advisor.

Visit our investor website at:

<https://investor.wildpackbev.com>

About Wildpack

Wildpack is engaged in beverage manufacturing and packaging, operating in the middle market by providing sustainable aluminum can filling and decorating services to brands throughout the United States. Wildpack currently operates indirectly through its wholly owned subsidiaries and out of facilities in Baltimore, Maryland, Atlanta, Georgia, Longmont, Colorado, Sacramento, California and Las Vegas, Nevada with a focus on digital innovation and green ready-to-drink packaging. Wildpack commenced trading on May 19, 2021 on the TSX Venture Exchange under the symbol "CANS.V".

Forward-Looking Statements

This news release may contain "forward-looking statements" within the meaning of applicable Canadian securities laws, including, without limitation, the anticipated revenue in connection therewith. Forward-looking statements are necessarily based upon a number of estimates and assumptions that, while considered reasonable by management, are inherently subject to significant business, economic and competitive uncertainties, and contingencies. These statements generally can be identified by the use of forward-looking words such as "may", "should", "will", "could", "intend", "estimate", "plan", "anticipate", "expect", "believe" or "continue", or the negative thereof or similar variations. Forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause future results, performance or achievements to be materially different from the estimated future results, performance or achievements expressed or implied by those forward-looking statements and the forward-looking statements are not guarantees of future performance. Wildpack's statements expressed or implied by these forward-looking statements are subject to a number of risks, uncertainties, and conditions, many of which are outside of Wildpack's control, and undue reliance should not be placed on such statements. Forward-looking statements are qualified in their entirety by the inherent risks and uncertainties related to Wildpack's business, including: that Wildpack's assumptions in making forward-looking statements may prove to be incorrect; the inability to actualize the anticipated benefits of the implementation of Wildpack's in-house printing production line; and adverse market conditions. Except as required by securities law, Wildpack does not assume any obligation to update or revise any forward-looking statements, whether as a result of new information, events or otherwise.

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