



Wildpack Announces Leadership Transition

January 16, 2026, VANCOUVER, BC, **Wildpack Beverage Inc.** (TSXV: CANS) ("**Wildpack**" or the "**Company**") a leading middle market co-packer of canned beverages, announces update on leadership transition.

The Company announces that Travis Sarich is stepping down as CEO effective immediately. Thomas Walker will act as Interim CEO. Further, the Company has brought on Gene Carr to act as Chief Transformation Officer beginning in February 2026, to assist in the Company's profitability focus.

"I appreciated my time spent with the Wildpack team and I wish the best to the Company in the future." – Travis Sarich

"We wish to thank Travis for his contributions and wish him well in his future endeavors. We are excited for Gene to join the team. He brings a wealth of experience in revitalizing companies in difficult markets. His experience with sales teams and increasing productivity within capital intensive operations will make him a perfect fit in the pack." – Thomas Walker

Management is focused on achieving profitable operations and is implementing organization wide changes to meaningfully improve operating profit and operating cash flow.

Per: "Thomas Waker"
Thomas Walker
Interim Chief Executive Officer

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Advisors

Fasken Martineau DuMoulin LLP is the legal advisor to Wildpack Beverage Inc.

Visit our investor website at:

<https://investor.wildpackbev.com>



About Wildpack

Wildpack provides beverage manufacturing and packaging to the middle market by providing aluminum can filling, decorating, packaging, brokering, and logistics to customers throughout the United States. Wildpack currently operates indirectly through its wholly owned subsidiaries and out of two facilities in Baltimore, Maryland; and Austin, Texas. Wildpack commenced trading on the TSX Venture Exchange under the symbol "CANS" on May 19, 2021.

Cautionary Statement on Forward Looking Information

This news release may contain "forward-looking statements" within the meaning of applicable Canadian securities laws. Forward-looking statements are based upon a number of estimates and assumptions that, while considered reasonable by management, are inherently subject to significant business, economic and competitive risks. 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", "proposed", 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. Forward-looking statements expressed or implied by Wildpack 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. Although Wildpack has attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking statements, there may be other factors that cause results not to be as anticipated, estimated or intended. Forward-looking statements are qualified in their entirety by the inherent risks and uncertainties related to Wildpack's business. 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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Source: Wildpack Beverage Inc.