

January 29, 2025



Black Rifle Coffee Company Announces Dates for Its Fourth Quarter and Fiscal Year 2024 Earnings Release and Conference Call

SALT LAKE CITY--(BUSINESS WIRE)-- BRC Inc. ("The Company", "BRCC" or "Black Rifle Coffee Company"; NYSE: BRCC), the veteran-founded, mission driven, premium beverage company, today announced the release date for its fourth quarter and fiscal year 2024 results on Monday, March 3, 2025 after market close, with a conference call to follow on Tuesday, March 4, 2025 at 8:30 a.m. ET.

Investors are invited to listen to the Company's conference call discussing the financial results for the fourth quarter and fiscal year 2024, on Tuesday, March 4, 2025, at 8:30 a.m. ET, via webcast on the Company's website at ir.blackriflecoffee.com. Interested analysts are invited to join the call. The dial-in number for the call is (877) 407-0609 or (201) 689-8541.

For those unable to participate in the conference call, a replay will be available after the conclusion of the call through March 11, 2025. The U.S. toll-free replay dial-in number is (877) 660-6853, and the international replay dial-in number is (201) 612-7415. The replay passcode is 13751105.

About Black Rifle Coffee Company

Black Rifle Coffee Company (BRCC) is a veteran-founded premium coffee company and lifestyle brand serving beverages to people who love America. Founded in 2014 by Green Beret Evan Hafer, Black Rifle develops their explosive coffee roast profiles with the same mission focus they learned while serving in the military. BRCC is committed to supporting veterans, active-duty military, first responders, and the American way of life.

To learn more, visit www.blackriflecoffee.com, subscribe to the BRCC newsletter, or follow along on social media. For more information, visit www.blackriflecoffee.com.

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Source: Black Rifle Coffee Company