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Black Rifle Coffee Company to Participate in the 2024 ICR Conference

New CEO Chris Mondzelewski To Lead Investor Discussions

SALT LAKE CITY--(BUSINESS WIRE)-- BRCC Inc. (NYSE: BRCC) ("BRCC" or the "Company"), the rapidly-growing, mission-driven premium coffee company creating long-term shareholder value through innovative brand strategy that elevates the service community, today announced that members of its management team will present at the 2024 ICR Conference on January 8, 2024 at 8:30 AM Eastern Time.

Among those presenting will be Chris Mondzelewski, who was named BRCC's next CEO on November 9, 2023, and who assumed the role January 1, 2024. Mondzelewski will be joined by BRCC CFO, Steve Kadenacy, along with other members of the senior management team. With Mondzelewski assuming day-to-day control of BRCC's operations, BRCC Founder and Executive Chairman of the Board of Directors Evan Hafer will now spend the majority of his time on innovation and brand development, leveraging the expertise that has allowed BRCC to become the fastest growing coffee company in America.

Mondzelewski brings nearly 30 years of consumer marketing, business, and leadership experience. Before joining BRCC as Chief Marketing Officer in May 2023, he spent nearly 12 years at Mars in multiple leadership positions, including Chief Growth Officer, Senior VP North America Customer Development, and VP of Marketing. Prior to that, Mondzelewski spent 12 years at Kraft Foods leading business in North America and China. Before his business career, Mondzelewski served as a Marine for 5 years, deploying in support of Operation Desert Freedom. As BRCC President and CEO, Mondzelewski will continue to leverage the Company's brand strength to expand capabilities, streamline operations, and build strong and resilient partnerships that lead to new markets.

"Black Rifle Coffee Company's relentless commitment to serving veterans and first responders has set it apart as a company, building a unique and inspiring brand that every American can be proud to support. As a Marine with deep ties to the service community, joining BRCC has been a dream come true," said Mondzelewski. "Evan Hafer and the co-founders have built something truly special here, and I'm excited to share more about how – with our customers, investors, partners, and our remarkable leadership team – we're taking this Company to new heights."

A webcast of the event will be available on the [investor relations page](#) of the Company's website. An archived replay of the webcast will be available following the live presentation.

About Black Rifle Coffee Company

Black Rifle Coffee Company (BRCC) is a veteran-founded coffee company serving premium coffee to people who love America. Founded in 2014 by Green Beret Evan Hafer, BRCC

develops their explosive 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.

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