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Black Rifle Coffee Company Changes Date for Investor Day to January 14, 2025 at the ICR Conference

SALT LAKE CITY--(BUSINESS WIRE)-- Black Rifle Coffee Company (NYSE: BRCC) has changed the date and location of its Investor Day to **January 14, 2025** at the **ICR Conference** in Orlando, Florida, to accommodate unforeseen scheduling conflicts at the NYSE on Veterans Day.

The Investor Day will feature Black Rifle's executive leadership team, offering an in-depth overview of the company's long-term growth strategy, profitability goals, and upcoming product innovations.

Investors are invited to attend the event in person by registering for the 27th Annual ICR Conference. Full registration details and the conference agenda are available on the ICR Conference website (icrconference.com). For those unable to attend, the event will also be webcast live, with access links and timing to be provided closer to the date of the conference.

About Black Rifle Coffee Company

Black Rifle Coffee Company (BRCC) is a Veteran-founded coffee company serving premium coffee and beverages to people who love America. Founded in 2014 by Green Beret Evan Hafer, Black Rifle 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. For more information, visit www.blackriflecoffee.com.

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For inquiries regarding Black Rifle Coffee Company, please contact:

Investors: IR@blackriflecoffee.com

Press: press@blackriflecoffee.com

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