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Starco Brands Celebrates Unprecedented Organic Growth of Winona Pure® Popcorn Spray

SANTA MONICA, Calif.--(BUSINESS WIRE)-- Starco Brands, Inc. (OTCQB: STCB), developer and acquirer of behavior-changing technologies and brands that spark excitement in the everyday, is proud to highlight the significant expansion and success of its Winona Pure® Popcorn Spray line, the first indulgent theater-popcorn spray powered by air. A key player in Starco Brands' diverse and disruptive brand portfolio, Winona Pure Popcorn Spray significantly expanded distribution nationally at Walmart by approximately 1,700 stores and launched its distribution with Meijer and H-E-B storewide. The product has grown through consistent and sustained repeat purchases despite minimal marketing expenditure, evidencing its ability to successfully change consumer behavior. The product is projected to double its revenue for the second consecutive year.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20240104822512/en/>

"We are immensely proud of the remarkable growth and market acceptance of Winona Pure Popcorn Spray. The goal was to bring the movie-theater popcorn experience to homes, and this success story clearly demonstrates our commitment and capability to innovate and change consumer behavior for the better. Our ability to organically expand our retail and online distribution without relying on large marketing spend speaks volumes about the intrinsic capability to invent and commercialize products that change behavior and bring our customers an incredible sensory experience," said Starco Brands CEO Ross Sklar. "As we continue to see an impressive increase in revenue, it reaffirms the company's plans to expand distribution and add new flavors. At Starco Brands, we are dedicated to pushing the boundaries of innovation and bringing products to market that resonate deeply with our customers."

Deeper Dive:

- **National Expansion at Walmart:** In a remarkable retail milestone, the Winona Pure Popcorn Spray has expanded its national presence in Walmart stores, growing from 2,500 to 4,200 doors during the third quarter of 2023. This expansion is a testament to the brand's robust performance and consumer demand across the United States. Winona Pure Popcorn Spray is available at [walmart.com](https://www.walmart.com) and in approximately 99% of U.S. Walmart stores, indicating consistent sales velocity across all regions, which is unique. This impressive reach showcases the brand's universal appeal and its ability to captivate the taste preferences of a diverse consumer base.
- **Successful Launch with Meijer and H-E-B:** Further cementing its market presence, the Winona Pure Popcorn Spray launched its distribution with Michigan-based Meijer and Texas-based H-E-B grocery stores in 2023. This strategic partnership introduced



Winona Pure® Popcorn Spray line, the first indulgent theater popcorn spray powered by air, is projected to double its revenue for the second consecutive year. (Photo: Business Wire)

the body care brand designed for athletes and co-founded by Kobe Bryant; Winona®, the first indulgent theater-popcorn spray powered by air; Skylar, the only fragrance that is both hypoallergenic and safe for sensitive skin; and Soylent, the complete non-dairy nutrition brand. A modern-day invention factory to its core, Starco Brands identifies whitespaces across consumer product categories. It draws upon a portfolio of innovative formulas spanning eight product categories with limitless innovation potential. Starco Brands publicly trades on the OTCQB stock exchange so that retail investors can invest in STCB alongside accredited individuals and institutions. Visit starcobrand.com for more information.

Forward-Looking Statements

Any statements in this press release about the Company's future expectations, plans and prospects, including statements about our financing strategy, future operations, future financial position and results, market growth, new product launches and product growth, total revenue, as well as other statements containing the words "anticipate," "believe," "continue," "could," "estimate," "expect," "intend," "may," "might," "plan," "potential," "predict," "project," "should," "target," "will," or "would" and similar expressions, constitute forward-

Winona Pure to nearly 200 Meijer and more than 300 H-E-B store locations, amplifying its accessibility and reinforcing its position as a consumer favorite in the popcorn enhancement category.

- **Organic Growth with De Minimis Marketing Spend:** A remarkable aspect of the growth trajectory of Winona Pure is its organic expansion without dedicated marketing expenditure. This growth is driven by the product's innate must-have appeal, high consumer satisfaction, and strong repeat purchase rates. The brand's ability to resonate with consumers purely based on its quality, innovation and overall sensory experience is a testament to Starco Brands' ability to develop products that inherently change consumer behaviors and preferences.
- **Continued Revenue Growth:** For the second consecutive year, Winona Pure is on track to more than double its revenue compared to the previous year. This sustained, significant growth underscores the brand's escalating popularity and solid position in the market as a must-have product for popcorn enthusiasts.

About Starco Brands

Starco Brands (OTCQB: STCB) invents consumer products with behavior-changing technologies that spark excitement in the everyday. Today, its disruptive brands include Whipshots®, the world's only vodka-infused whipped cream; Art of Sport,

looking statements within the meaning of the safe harbor provisions of The Private Securities Litigation Reform Act of 1995. The Company may not achieve the plans, intentions or expectations disclosed in the Company's forward-looking statements, and you should not place undue reliance on the Company's forward-looking statements. All forward-looking statements are subject to assumptions, risks and uncertainties that may change at any time. Therefore, readers are cautioned that actual results could differ materially from those expressed in forward-looking statements. The Company undertakes no obligation to update any forward-looking statements as a result of new information, future developments or otherwise, except as expressly required by law. This cautionary statement entirely qualifies all forward-looking statements in this document.

Actual results or events could differ materially from the plans, intentions and expectations disclosed in the forward-looking statements the Company make as a result of a variety of risks and uncertainties, including risks related to the Company's estimates regarding the potential market opportunity for the Company's current and future products and services, the impact of the COVID-19 pandemic, the competitive nature of the industries in which we conduct our business, general business and economic conditions, our ability to acquire suitable businesses, our ability to successfully launch new products and seize market share, the Company's expectations regarding the Company's sales, expenses, gross margins and other results of operations, and the other risks and uncertainties described in the "Risk Factors" sections of the Company's public filings with the Securities and Exchange Commission on Form 10-K for the year ended December 31, 2022 and our subsequent interim reports on Form 10-Q and Form 8-K. Copies of our SEC filings are available on our website at www.starcobrand.com.

In addition, the forward-looking statements included in this press release represent the Company's views as of the date hereof. The Company anticipates that subsequent events and developments may cause the Company's views to change. However, while the Company may elect to update these forward-looking statements at some point in the future, the Company specifically disclaims any obligation to do so. These forward-looking statements should not be relied upon as representing the Company's views as of any date after the date hereof.

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Source: Starco Brands, Inc.