

September 17, 2025



Black Rifle Coffee Company Appoints Veteran Beverage Executive Melvin ‘Mel’ Landis to Board of Directors

SALT LAKE CITY--(BUSINESS WIRE)-- Black Rifle Coffee Company (NYSE: BRCC) (“BRCC” or the “Company”), a veteran-founded, mission-driven premium coffee and beverage company, today announced the appointment of Melvin (“Mel”) Landis to its Board of Directors, effective September 15, 2025.

“We are pleased to welcome Mel to the Black Rifle Coffee Company Board,” said Chris Mondzelewski, BRCC Chief Executive Officer. “Mel brings decades of leadership experience across consumer products and beverages, with a proven track record of driving commercial growth and organizational transformation. His deep expertise in marketing, sales, customer strategy, and ready-to-drink beverages will be invaluable as BRCC continues to expand distribution, grow our brand, and deliver long-term value to shareholders while staying true to our mission of serving those who serve.”

Mr. Landis currently serves as President of OLIPOP, Inc., where he has held operating responsibilities for the company since November 2024. Prior to OLIPOP, Mr. Landis was President of MFL Consulting, LLC (2022–2024) and Chief Customer Officer for BodyArmor Sports Nutrition LLC (2019–2022). Earlier in his career, he held multiple senior executive roles at The Coca-Cola Company, including President of the Minute Maid Business Unit for Coca-Cola North America, Senior Vice President of Business Transformation, and Chief Retail Officer at Coca-Cola Refreshments. He also served as Chief Marketing and Customer Officer at Coca-Cola Bottling Company Consolidated from 2004 to 2010. Mr. Landis began his career in sales and retail roles at The Clorox Company and Kraft General Foods.

Mr. Landis earned a Bachelor of Science in Business Administration from the University of North Carolina at Chapel Hill. With this appointment, the Company’s Board includes seven independent directors.

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 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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