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# Whipshots® Receives Three Prestigious Medals in 2023 SIP Awards

*Product Awarded Highest Acclaim From Judges and Recognized For Groundbreaking Innovation*

SANTA MONICA, Calif.--(BUSINESS WIRE)-- **Starco Brands, Inc.** (OTCQB: STCB) today announced that Whipshots, the groundbreaking vodka-infused whipped cream, won three prestigious medals in the [2023 SIP Awards, the internationally recognized consumer judging spirits competition](https://www.businesswire.com/news/home/20230621501320/en/). The boozy whipped cream received a Best of Class Platinum tasting award as well as the Consumers' Choice Award and Innovation Award in this year's competition.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20230621501320/en/>



The 2023 SIP Awards witnessed an extraordinary surge in participation this year, attracting a record-setting 1,382 spirit and mixer brands from across the globe. Whipshots was awarded the Best of Class Platinum tasting award in the miscellaneous spirit category, the highest acclaim from consumer judges, as well as the Innovation Award for a groundbreaking product. Following the brand's success in the 2022 SIP Awards, Whipshots also received the Consumers' Choice Award, reserved for spirits that have placed in the

SIP Awards International Spirits Competition (Graphic: Business Wire)

competition for two or more years.

"We're so appreciative that Whipshots was highly recognized in this year's competition," says Ross Sklar, CEO of Starco Brands. "Having received a Double Gold medal in last year's competition to now receiving this award really underpins our complete dedication to only commercialize behavior-changing products and technologies."

Whipshots has previously been awarded medals in the 2023 DB & SB Blind Tasting, a Double Gold medal in the 2022 SIP Awards, a Gold medal in the Los Angeles International Spirits Competition and additional competitions within the spirits industry. Whipshots has 10% Alc./Vol, does not require refrigeration, and is a luxurious addition to any cocktail, dessert or party.

Starco Brands is a disruptive and scaling company that prides itself on only creating behavior-changing products and technologies. Together with its retail partners, Starco Brands is making Whipshots easily accessible to consumers nationwide. Follow @whip\_shots and visit Whipshots.com for more information.

### **About Whipshots®**

Developed by Starco Brands, Whipshots® is a first-of-its-kind alcoholic whipped cream that is a party in a can and launched in 2021 with Partner Cardi B. Whipshots is a playful shot of sophistication that will indulge your curiosity and senses. A Best of Class Platinum, Consumers' Choice and Innovation Award recipient in the 2023 SIP Awards, Gold medal recipient in the Los Angeles International Spirits Competition and the Rising Star Growth Brand in the 2023 Beverage Dynamics Growth Brand Awards, the boozy whipped cream is non-dairy (contains caseinate), does not require refrigeration and can be found next to other spirits at retail and in hospitality and entertainment locations. Follow Whipshots @whip\_shots and visit whipshots.com for more information.

### **About Starco Brands**

Starco Brands (OTCQB: STCB) invents and acquires 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, the body care brand designed for athletes and co-founded by Kobe Bryant; Winona® Popcorn Spray, 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 [www.starcobrand.com](http://www.starcobrand.com) for more information.

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Source: Starco Brands, Inc.