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Starco Brands' Whipshots® Clinches Prestigious 2024 Growth Brand Award for Second Consecutive Year

SANTA MONICA, Calif.--(BUSINESS WIRE)-- Starco Brands (OTCQB: STCB) is thrilled to announce that Whipshots®, its innovative vodka-infused whipped cream, has won the prestigious 2024 Growth Brands Award in the Rising Star category from the Beverage Information Group, publisher of *Beverage Dynamics*. This prestigious award is given to brands less than five years old that have shown exceptional growth and market acceptance. This marks the second consecutive year that Whipshots has secured this distinguished accolade, reaffirming its position as a trailblazer in the industry and creating an entirely new spirits ritual.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20240506664729/en/>



Whipshots® clinches the prestigious 2024 Growth Brand Award for a second consecutive year, reaffirming its position as an industry trailblazer by creating an entirely new spirits ritual. (Photo: Business Wire)

Whipshots, launched in December 2021, has rapidly captured consumers' imaginations and taste buds nationwide. Coming off an unprecedented launch, the brand grew by an impressive 70.6% in its second year. In March 2024, the company announced that it had sold 5 million cans on retail shelves in just two years.

This accolade from Beverage Dynamics confirms that Whipshots is not just a fleeting trend but a mainstay in the spirits

category – adding an over-the-top experience to cocktails, coffees, cocoas, and desserts. The Rising Star award is bestowed upon brands that have reached significant milestones

quickly, including achieving at least 20,000 9-liter cases in annual sales.

“We are honored to receive this recognition from *Beverage Dynamics*, one of the most respected voices in the beverage industry,” said Starco Brands CEO Ross Sklar. “This award is a testament to our team’s hard work and the innovative spirit that drives Whipshots. We are proud to be at the forefront of creating new categories in the spirits industry and delivering products that resonate so strongly with today’s consumers.”

As Whipshots continues to expand its retail presence and captivate new fans, Starco Brands remains committed to pushing the boundaries of innovation and excellence in the beverage sector. This award is not only a recognition of past achievements but also a bright indicator of the brand’s promising future.

Since launching with three core flavors, Whipshots has introduced four limited-edition flavors, including Peppermint, Lime, Pumpkin Spice, and Strawberry. Whipshots is available in three sizes, 50mL, 200mL and 375mL, has 10% Alc./Vol, does not require refrigeration, and brings an increased sense of versatility and ingenuity to the spirits category. The vodka-infused whipped cream is also available online nationwide at [whipshots.com](https://www.whipshots.com).

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 co-founder and global artist Cardi B. Whipshots is a playful shot of sophistication that will indulge your curiosity and senses. Whipshots was most recently recognized with Silver, Gold, and Double Gold medals in the New York World Spirits Competition and the John Barleycorn Awards. It is also a Double Gold medal recipient in the 2022 SIP Awards, a Gold medal recipient in the Los Angeles International Spirits Competition and a Rising Star Growth Brand in the 2023 and 2024 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, hospitality, and entertainment locations. Follow Whipshots @whip_shots and visit [whipshots.com](https://www.whipshots.com) for more information.

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, the body care brand designed for athletes and co-founded by Kobe Bryant; Winona® Pure, 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. Starco Brands publicly trades on the OTCQB stock exchange so that retail investors can invest in STCB alongside accredited individuals and institutions. Visit starcobrands.com for more information.

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Brian Wright

media@starcobrands.com

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